BOOK

18

Wrangler

BLUE BELL

QUALITAG

AUTHENTIC WESTERN JEANS, JACKETS, SHIRTS

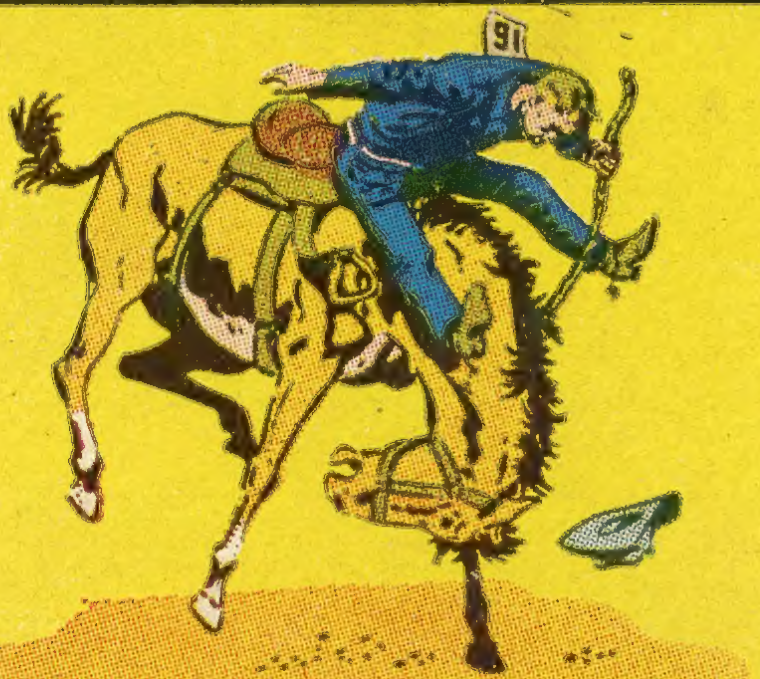
PRESENTS

GREAT MOMENTS IN RODEO

starring

BILL LINDERMAN

OF WALLA WALLA, WASH.



SADDLE BRONC RIDING

UNCONDITIONALLY *Guaranteed*

This garment has passed rigid inspection. If it should prove defective in any way, return it directly to BLUE BELL, Inc., Greensboro, N.C. for replacement or refund.

BLUE BELL INC.

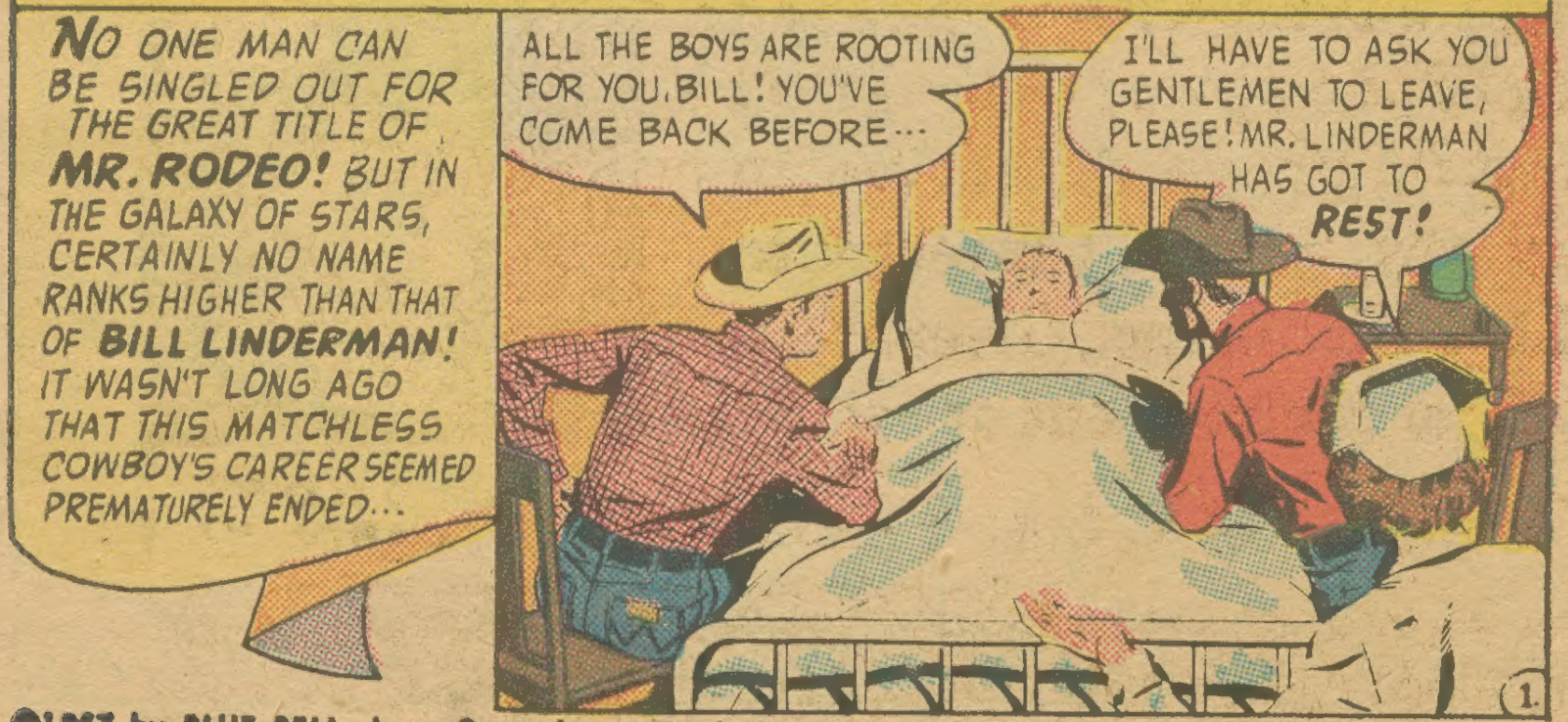
GREENSBORO
NORTH CAROLINA

In Canada, W. Howick Mfg. Company, Ltd., Montreal

Wrangler RODEO SERIES

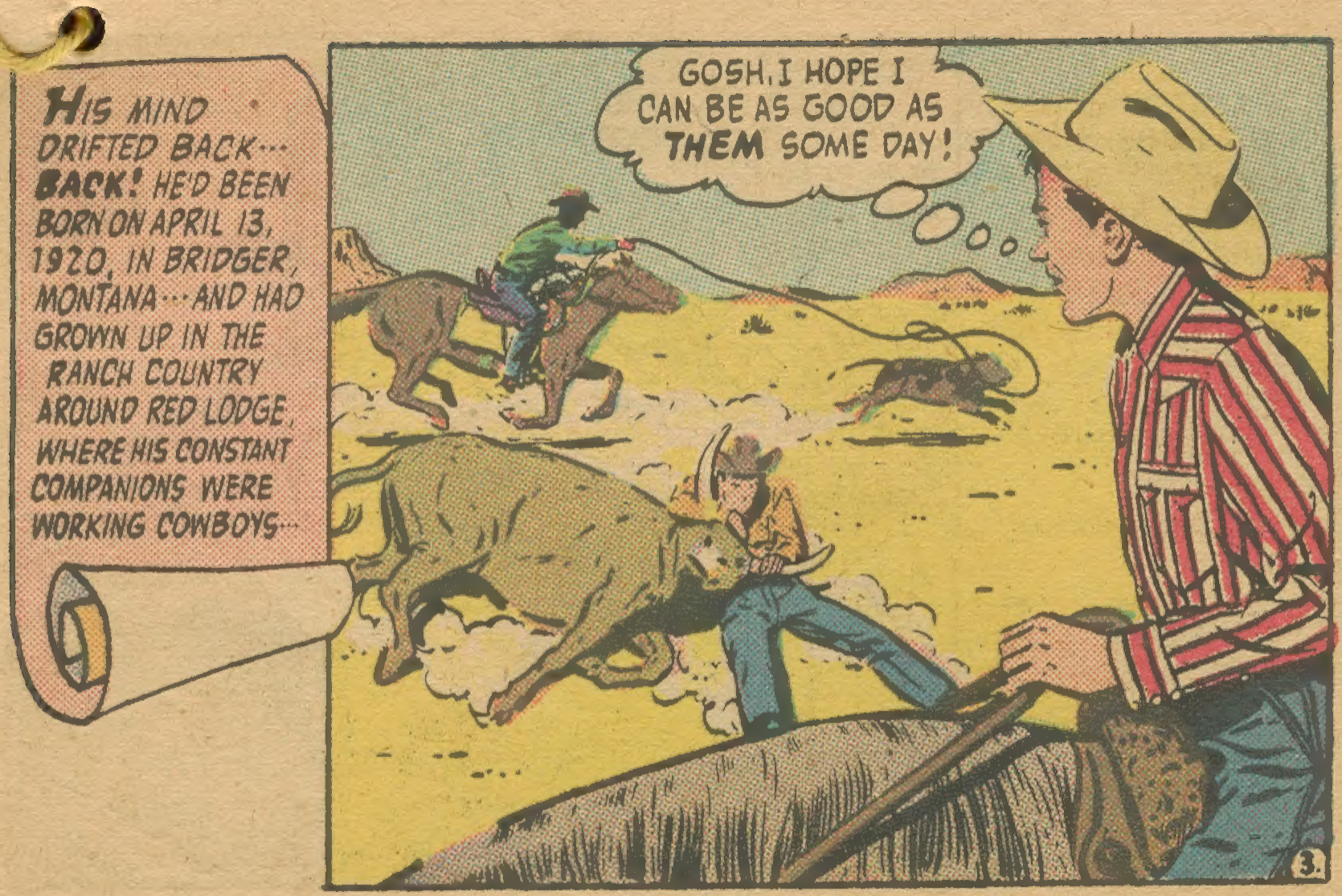
"They MADE RODEO GREAT"

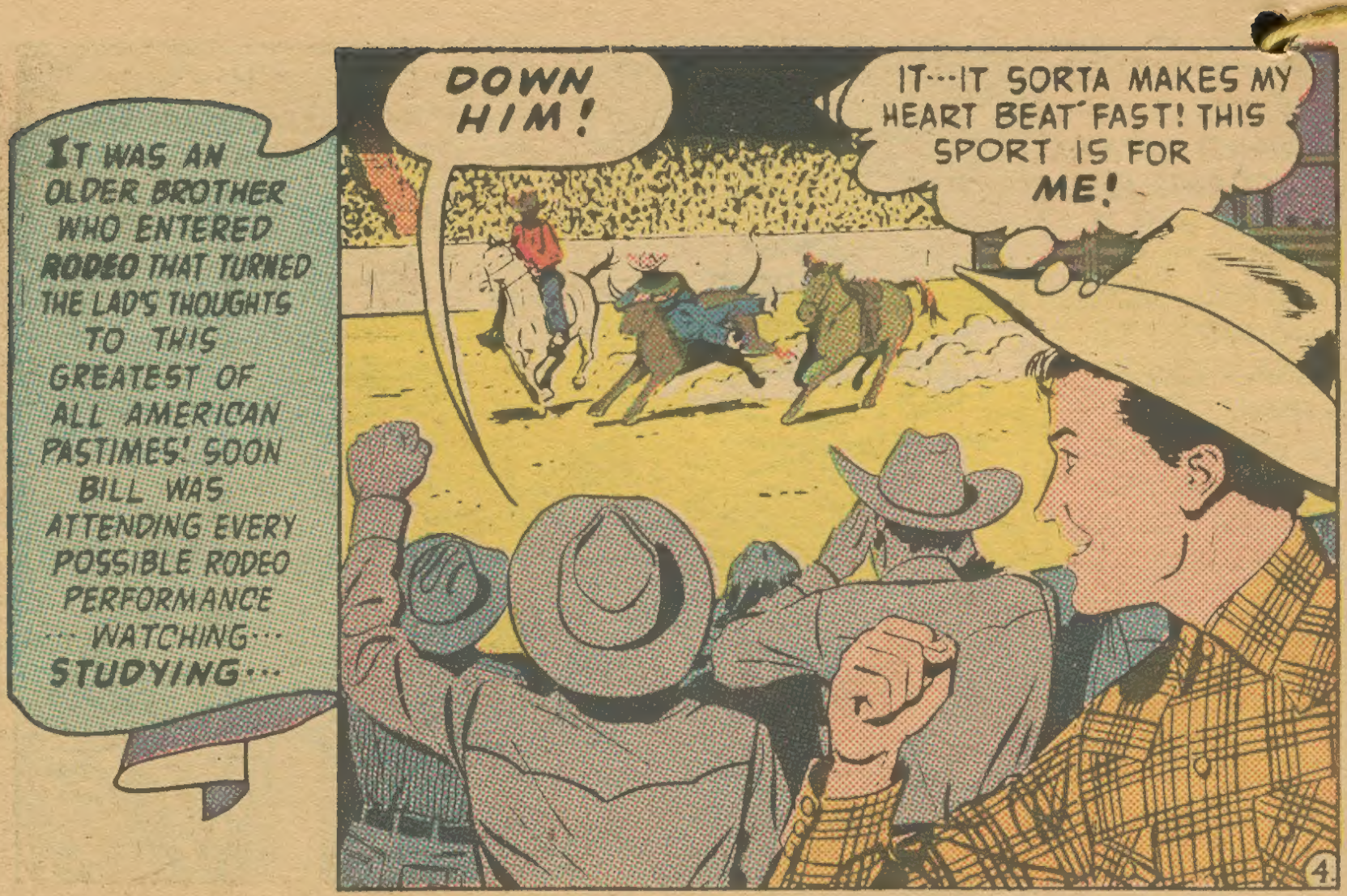
BILL LINDERMAN

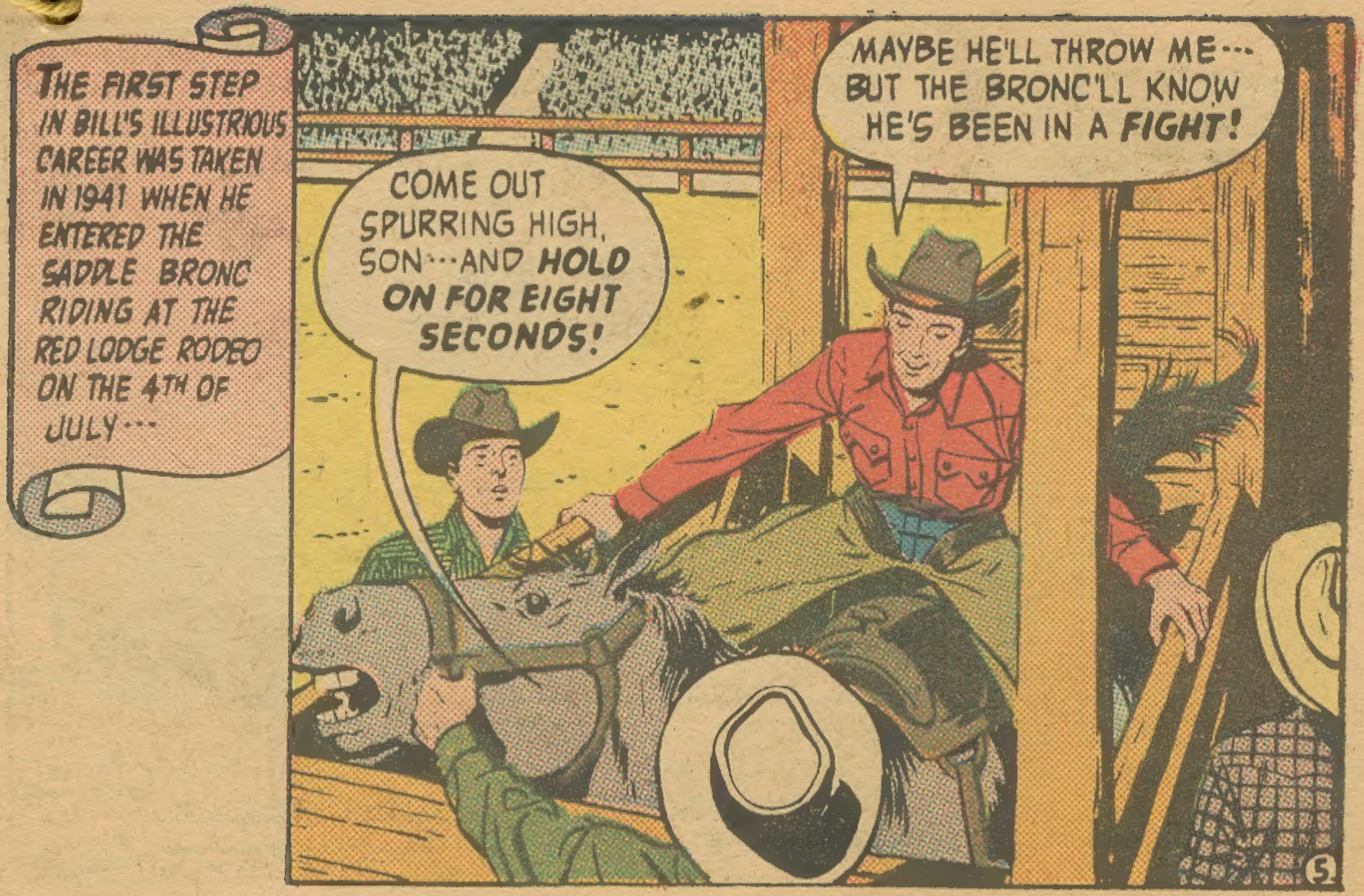


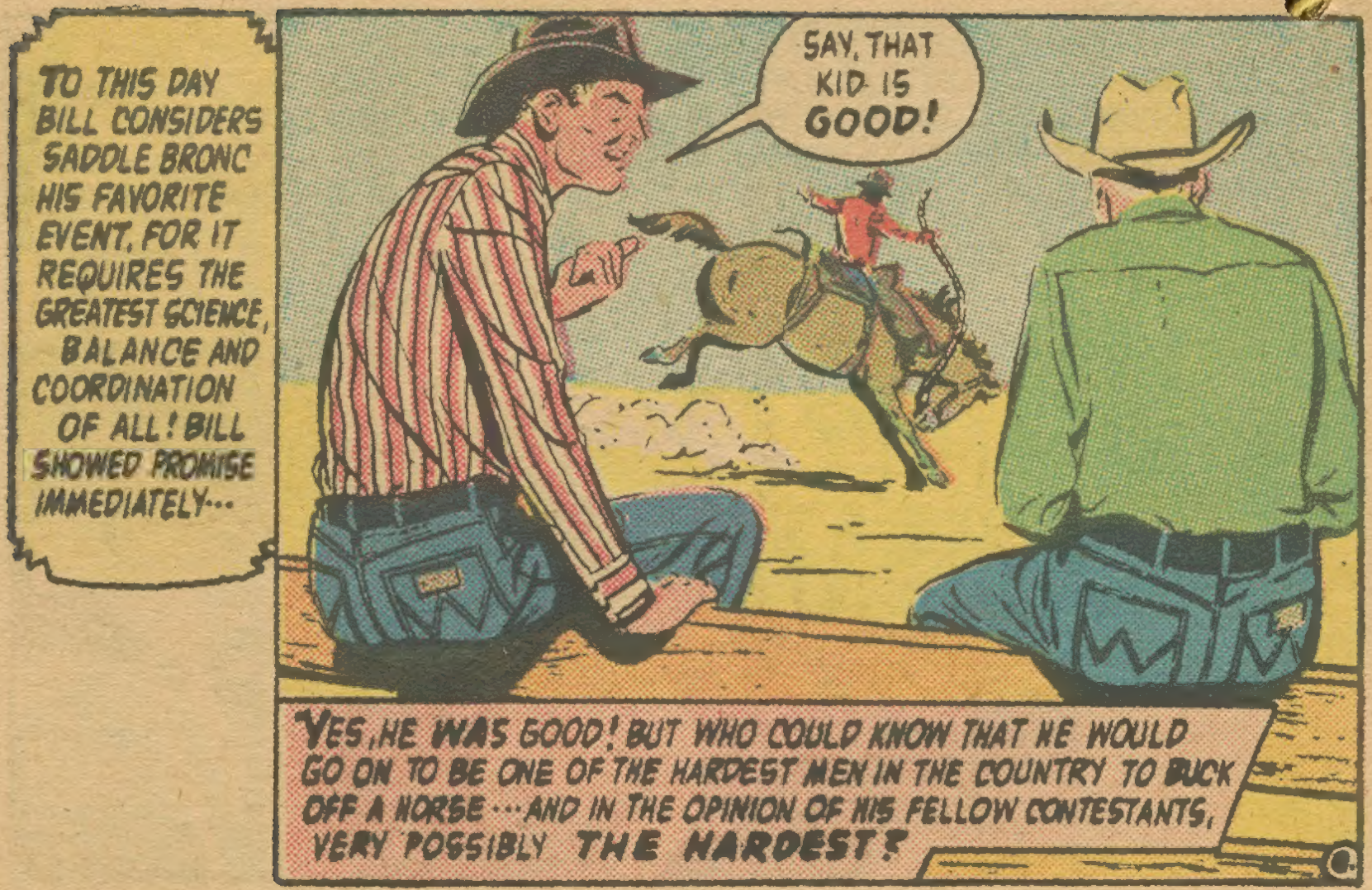
©1957 by BLUE BELL, Inc., Greensboro, North Carolina

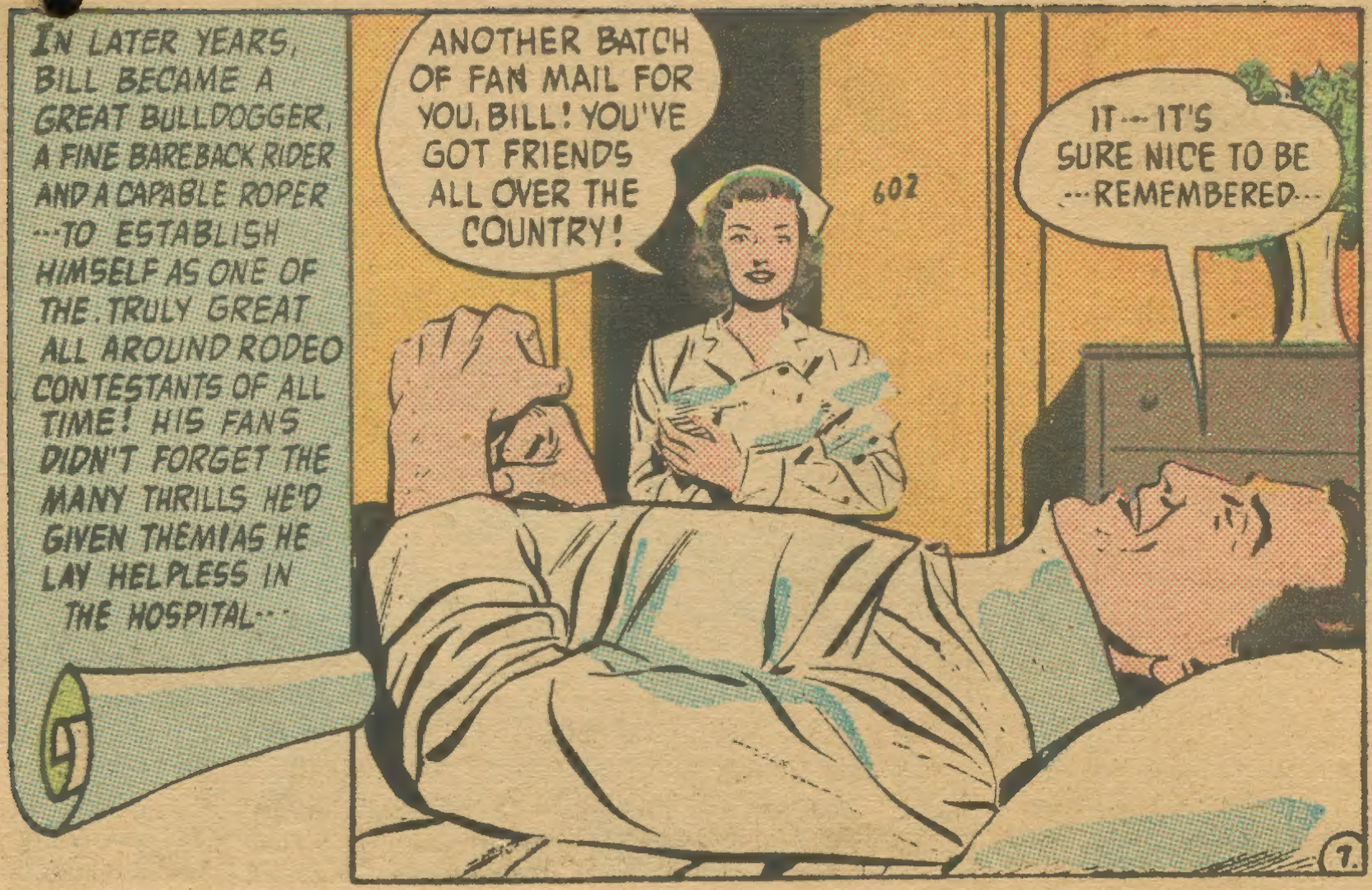
YES, BILL LINDERMAN HAD COME BACK. BEFORE! HE'D SURVIVED A BROKEN BACK, A SKULL FRACTURE, A BROKEN LEG, AND AN ARM BROKEN THREE TIMES! AND NOW, THE WORST OF ALL ··· A BROKEN NECK!
THEY···THEY SAY I'LL NEVER RIDE AGAIN! BUT ··· I'VE GOT TO! RODEO'S BEEN IN MY BLOOD··· EVER SINCE I WAS A LITTLE KID!
2

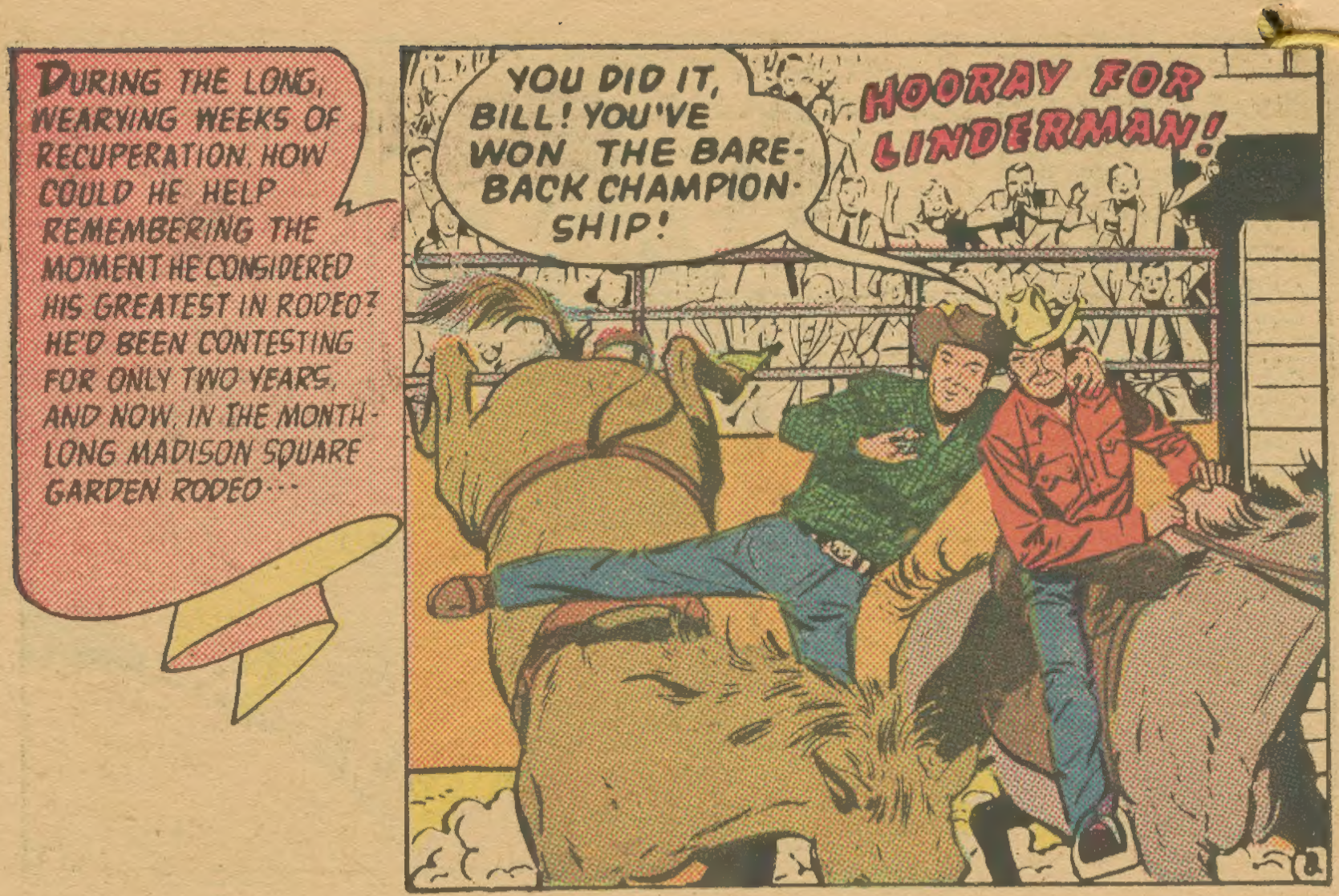

HIS MIND DRIFTED BACK··· BACK! HE'D BEEN BORN ON APRIL 13, 1920, IN BRIDGER, MONTANA··· AND HAD GROWN UP IN THE RANCH COUNTRY AROUND RED LODGE, WHERE HIS CONSTANT COMPANIONS WERE WORKING COWBOYS···
GOSH, I HOPE I CAN BE AS GOOD AS THEM SOME DAY!
3.


IT WAS AN OLDER BROTHER WHO ENTERED RODEO THAT TURNED THE LAD'S THOUGHTS TO THIS GREATEST OF ALL AMERICAN PASTIMES! SOON BILL WAS ATTENDING EVERY POSSIBLE RODEO PERFORMANCE ... WATCHING ... STUDYING ...
DOWN HIM!
IT---IT SORTA MAKES MY HEART BEAT FAST! THIS SPORT IS FOR ME!
4

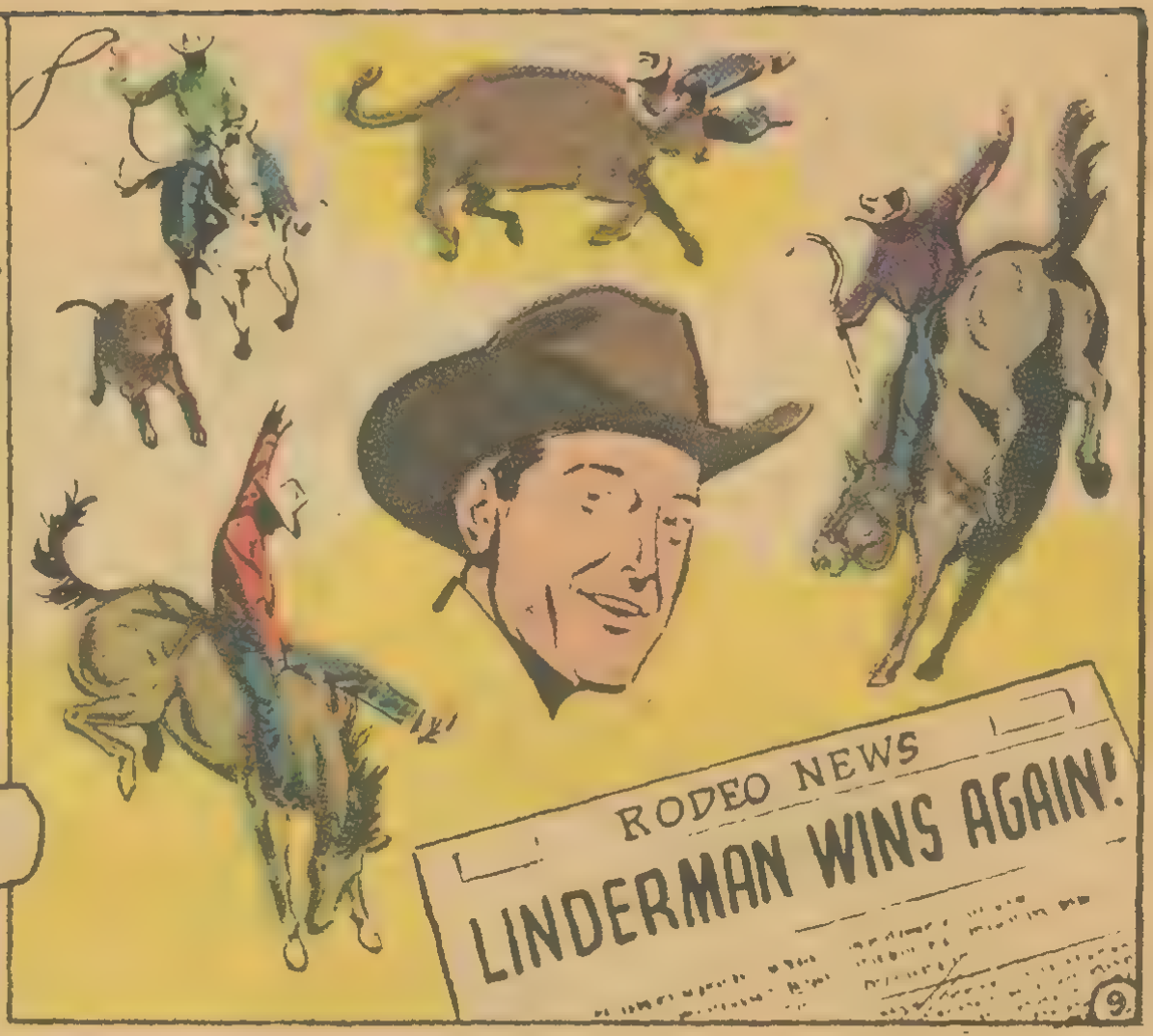

THE FIRST STEP IN BILL'S ILLUSTRIOUS CAREER WAS TAKEN IN 1941 WHEN HE ENTERED THE SADDLE BRONC RIDING AT THE RED LODGE RODEO ON THE 4TH OF JULY···
COME OUT SPURRING HIGH, SON···AND HOLD ON FOR EIGHT SECONDS!
MAYBE HE'LL THROW ME··· BUT THE BRONC'LL KNOW HE'S BEEN IN A FIGHT!

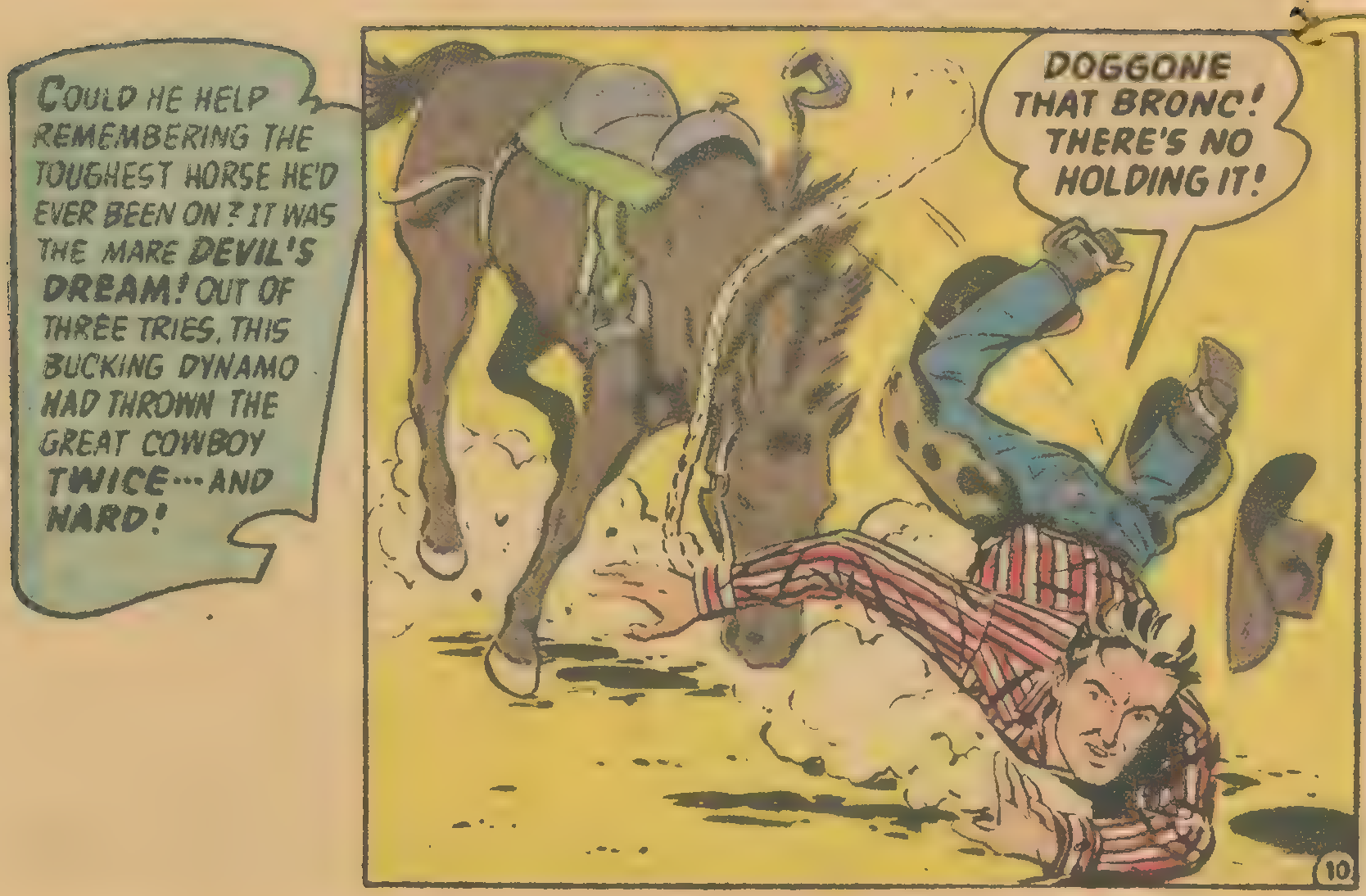

TO THIS DAY BILL CONSIDERS SADDLE BRONC HIS FAVORITE EVENT, FOR IT REQUIRES THE GREATEST SCIENCE, BALANCE AND COORDINATION OF ALL! BILL SHOWED PROMISE IMMEDIATELY...
SAY, THAT KID IS GOOD!
YES, HE WAS GOOD! BUT WHO COULD KNOW THAT HE WOULD GO ON TO BE ONE OF THE HARDEST MEN IN THE COUNTRY TO BUCK OFF A HORSE ... AND IN THE OPINION OF HIS FELLOW CONTESTANTS, VERY POSSIBLY THE HARDEST!

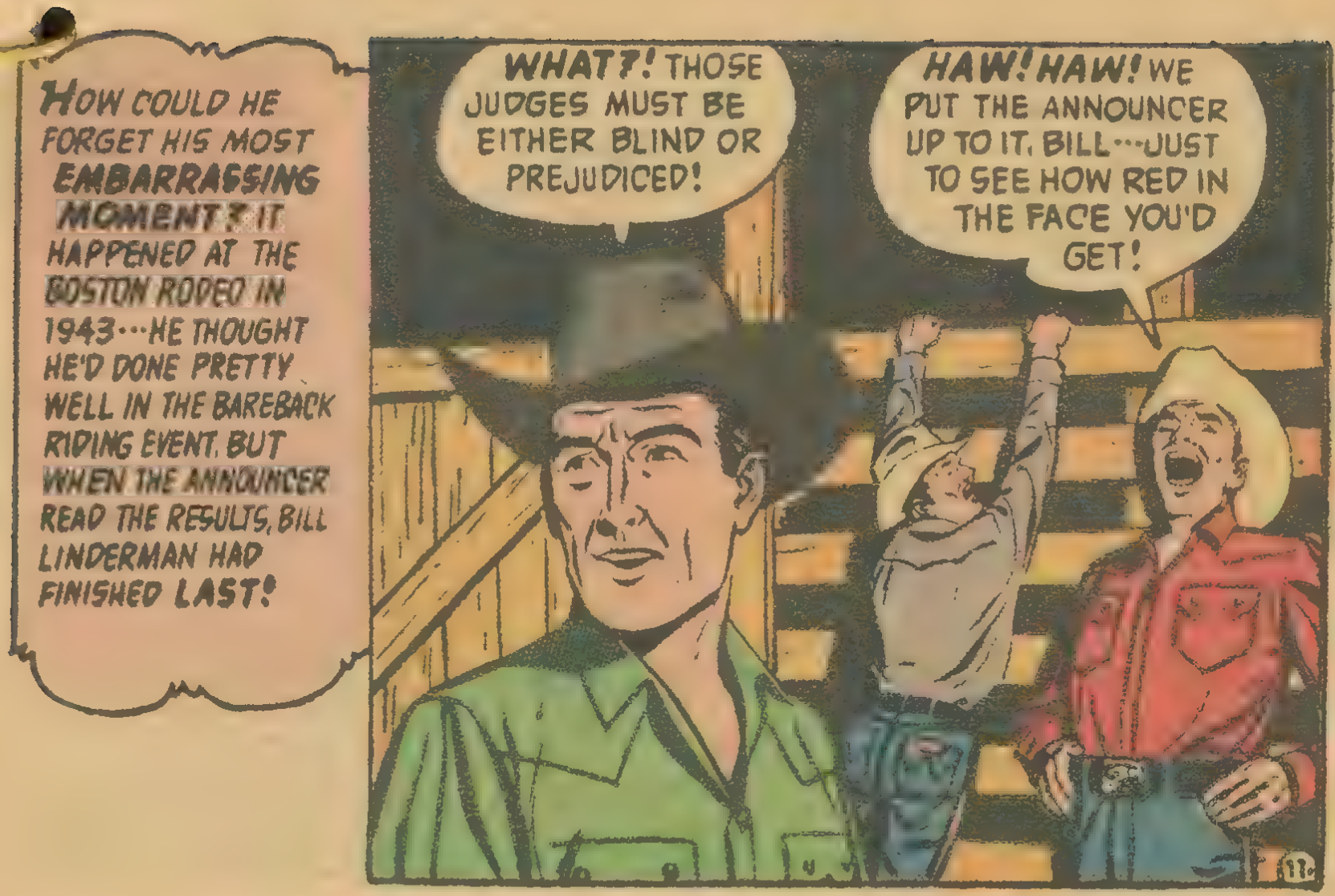

IN LATER YEARS, BILL BECAME A GREAT BULLDOGGER, A FINE BAREBACK RIDER AND A CAPABLE ROPER ---TO ESTABLISH HIMSELF AS ONE OF THE TRULY GREAT ALL AROUND RODEO CONTESTANTS OF ALL TIME! HIS FANS DIDN'T FORGET THE MANY THRILLS HE'D GIVEN THEM! AS HE LAY HELPLESS IN THE HOSPITAL---
ANOTHER BATCH OF FAN MAIL FOR YOU, BILL! YOU'VE GOT FRIENDS ALL OVER THE COUNTRY!
602
IT--IT'S SURE NICE TO BE ---REMEMBERED---
7.

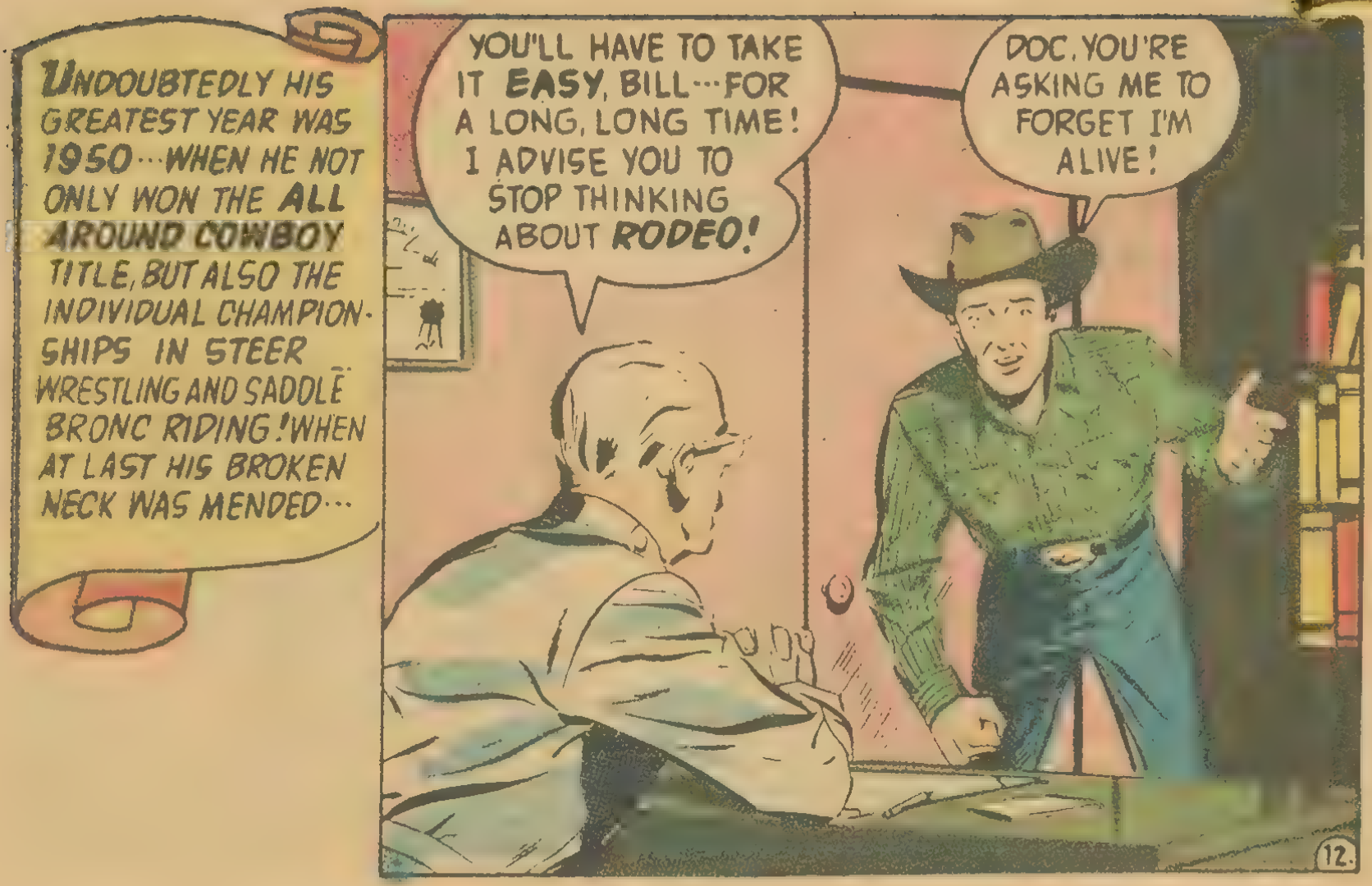

DURING THE LONG, WEARYING WEEKS OF RECUPERATION, HOW COULD HE HELP REMEMBERING THE MOMENT HE CONSIDERED HIS GREATEST IN RODEO? HE'D BEEN CONTESTING FOR ONLY TWO YEARS, AND NOW, IN THE MONTH-LONG MADISON SQUARE GARDEN RODEO...
YOU DID IT, BILL! YOU'VE WON THE BARE-BACK CHAMPION-SHIP!
HOORAY FOR LINDERMAN!

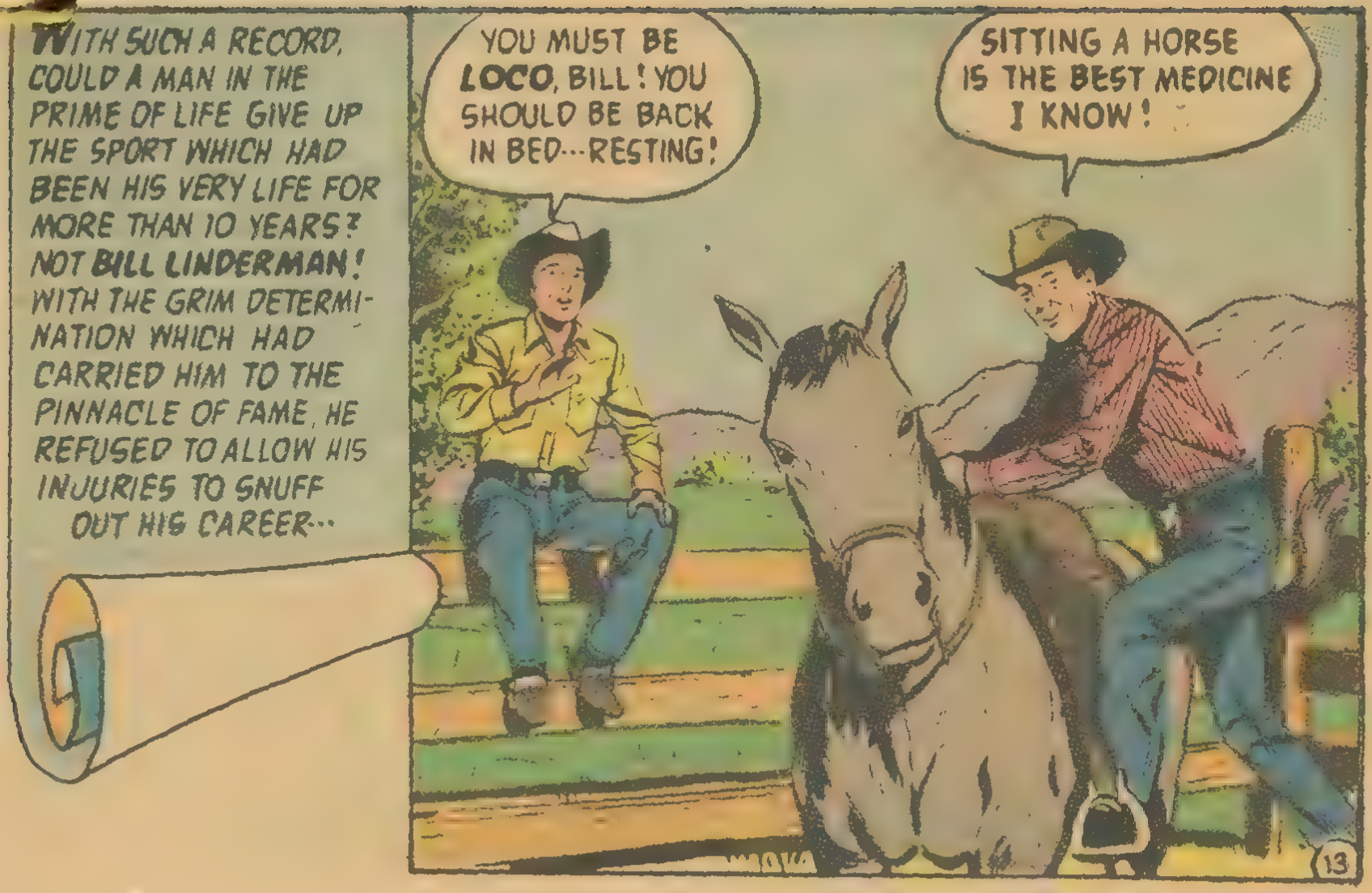
FROM THEN ON THERE WAS NO STOPPING HIM! HIS RECORD AS A CONTESTANT MAY WELL BE THE GREATEST EVER COMPILED ···SINCE THE **ALL AROUND COWBOY** PRIZE WAS FIRST GIVEN IN 1948. BILL LINDERMAN HAS **TWICE** HELD THE CHAMPIONSHIP. FINISHED SECOND TWICE, THIRD TWICE, FIFTH TWICE AND SIXTH ONCE···COMPETING AGAINST THE **3200** OTHER MEMBERS OF THE **RODEO COWBOYS' ASSOCIATION!**

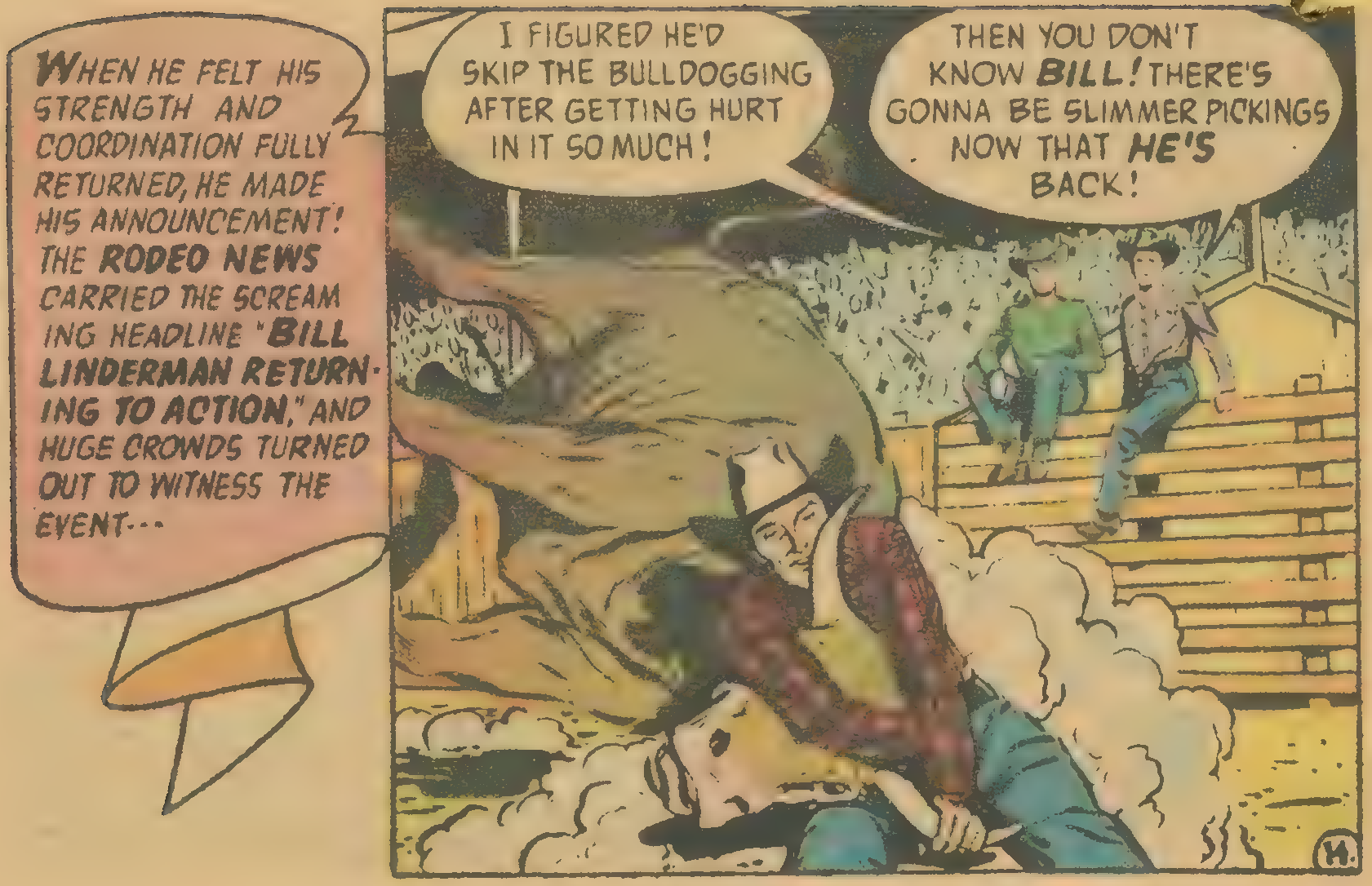



COULD HE HELP REMEMBERING THE TOUGHEST HORSE HE'D EVER BEEN ON? IT WAS THE MARE DEVIL'S DREAM! OUT OF THREE TRIES, THIS BUCKING DYNAMO HAD THROWN THE GREAT COWBOY TWICE--- AND HARD!
DOGGONE THAT BRONC! THERE'S NO HOLDING IT!
10

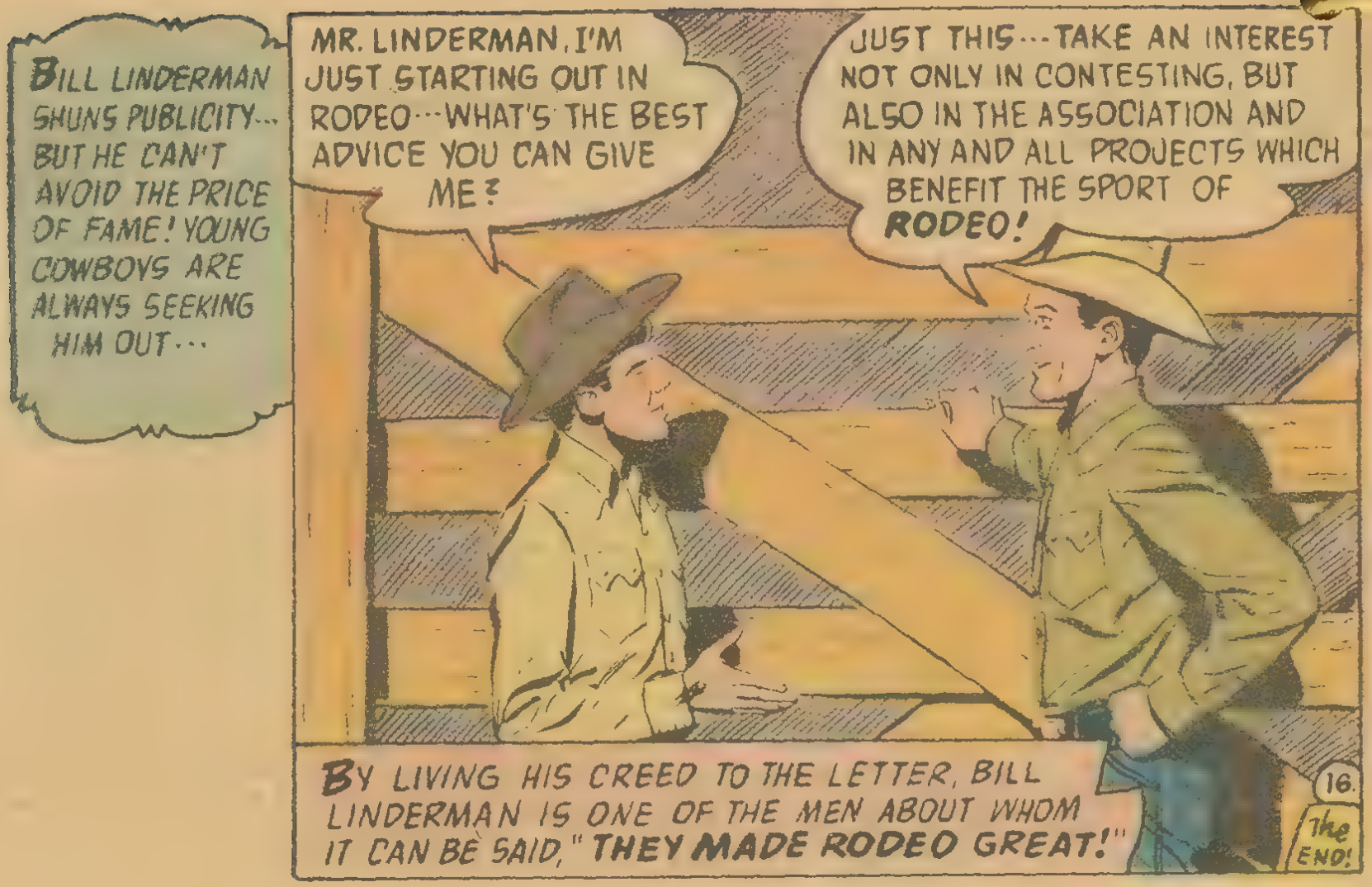

HOW COULD HE FORGET HIS MOST EMBARRASSING MOMENT? IT HAPPENED AT THE BOSTON RODEO IN 1943···HE THOUGHT HE'D DONE PRETTY WELL IN THE BAREBACK RIDING EVENT, BUT WHEN THE ANNOUNCER READ THE RESULTS, BILL LINDERMAN HAD FINISHED LAST!
WHAT?! THOSE JUDGES MUST BE EITHER BLIND OR PREJUDICED!
HAW! HAW! WE PUT THE ANNOUNCER UP TO IT, BILL···JUST TO SEE HOW RED IN THE FACE YOU'D GET!


UNDOUBTEDLY HIS GREATEST YEAR WAS 1950···WHEN HE NOT ONLY WON THE ALL AROUND COWBOY TITLE, BUT ALSO THE INDIVIDUAL CHAMPIONSHIPS IN STEER WRESTLING AND SADDLE BRONC RIDING! WHEN AT LAST HIS BROKEN NECK WAS MENDED···
YOU'LL HAVE TO TAKE IT EASY, BILL···FOR A LONG, LONG TIME! I ADVISE YOU TO STOP THINKING ABOUT RODEO!
DOC, YOU'RE ASKING ME TO FORGET I'M ALIVE!
12.


WITH SUCH A RECORD, COULD A MAN IN THE PRIME OF LIFE GIVE UP THE SPORT WHICH HAD BEEN HIS VERY LIFE FOR MORE THAN 10 YEARS? NOT BILL LINDERMAN! WITH THE GRIM DETERMINATION WHICH HAD CARRIED HIM TO THE PINNACLE OF FAME, HE REFUSED TO ALLOW HIS INJURIES TO SNUFF OUT HIS CAREER...
YOU MUST BE LOCO, BILL! YOU SHOULD BE BACK IN BED...RESTING!
SITTING A HORSE IS THE BEST MEDICINE I KNOW!
13


WHEN HE FELT HIS STRENGTH AND COORDINATION FULLY RETURNED, HE MADE HIS ANNOUNCEMENT! THE RODEO NEWS CARRIED THE SCREAMING HEADLINE "BILL LINDERMAN RETURNING TO ACTION," AND HUGE CROWDS TURNED OUT TO WITNESS THE EVENT...
I FIGURED HE'D SKIP THE BULLDOGGING AFTER GETTING HURT IN IT SO MUCH!
THEN YOU DON'T KNOW BILL! THERE'S GONNA BE SLIMMER PICKINGS NOW THAT HE'S BACK!

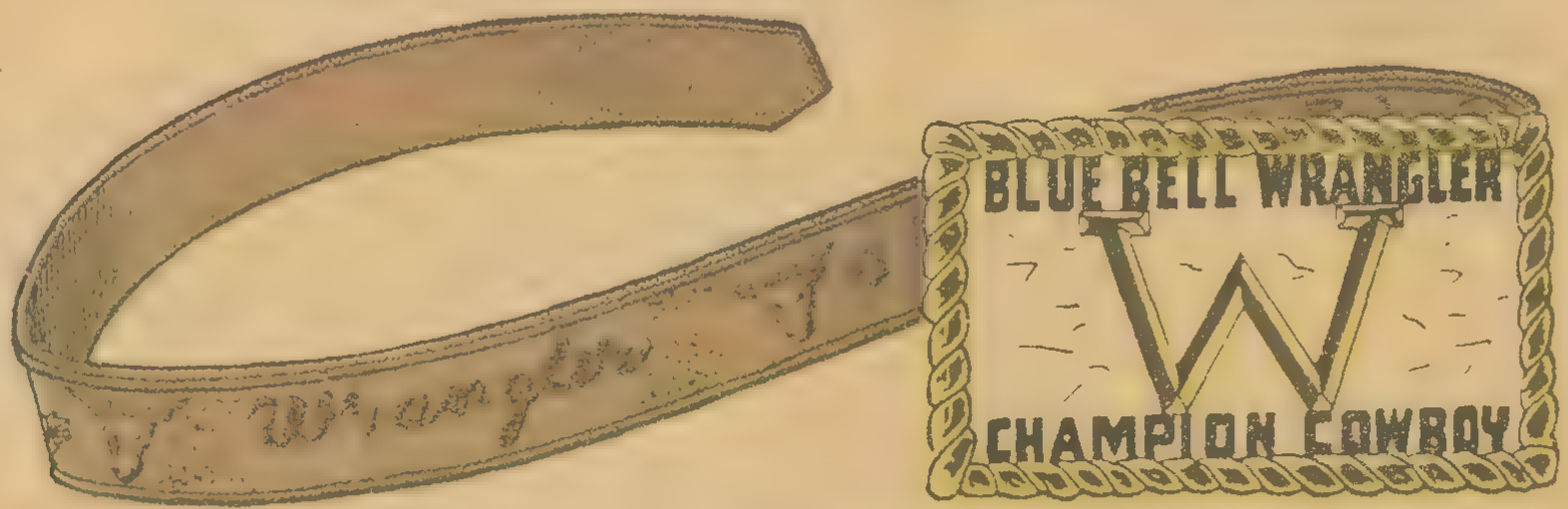
AND SO IT PROVED··· AS BILL LINDERMAN ONCE MORE BECAME THE WONDER OF THE RODEO CIRCUIT! FOR YEARS HE'S DIVIDED HIS TIME BETWEEN ACTIVE CONTESTING AND HIS WORK FOR THE RODEO COWBOYS' ASSOCIATION, OF WHICH HE'S BEEN PRESIDENT FOR THE LAST SIX YEARS! HE'S ALSO A FAMILY MAN, LIVING WITH HIS ATTRACTIVE WIFE PAT AND THEIR THREE CHILDREN ON A RANCH IN WALLA WALLA, WASHINGTON···
LET'S SEE NOW, YOUR FAVORITE HOBBIES ARE HUNTING AND FISHING··· FAVORITE COLOR, BLUE··· FAVORITE FOOD, BEEFSTEAK···
Wrangler
SHUCKS, YOU'RE NOT GOING TO PRINT ALL THAT, ARE YOU?
15


BILL LINDERMAN SHUNS PUBLICITY... BUT HE CAN'T AVOID THE PRICE OF FAME! YOUNG COWBOYS ARE ALWAYS SEEKING HIM OUT...
MR. LINDERMAN, I'M JUST STARTING OUT IN RODEO...WHAT'S THE BEST ADVICE YOU CAN GIVE ME?
JUST THIS...TAKE AN INTEREST NOT ONLY IN CONTESTING, BUT ALSO IN THE ASSOCIATION AND IN ANY AND ALL PROJECTS WHICH BENEFIT THE SPORT OF RODEO!
BY LIVING HIS CREED TO THE LETTER, BILL LINDERMAN IS ONE OF THE MEN ABOUT WHOM IT CAN BE SAID, "THEY MADE RODEO GREAT!"
16.
The END!

CUT HERE

Sensational OFFER!

COMPLETE YOUR WRANGLER OUTFIT WITH THIS COWBOY CHAMPION BELT. **ONLY $1.00 POST PAID.**



USE THE COUPON ON THE REVERSE SIDE. BELT MADE OF NEOLITE WITH RICHLY CARVED DESIGN···JUST LIKE THE RODEO COWBOYS WEAR. BUCKLE IS COLORFUL! ---- SIZES UP TO 32" (WAIST MEASUREMENT) AVAILABLE ONLY.

Special BELT OFFER COUPON

BLUE BELL WRANGLER
POST OFFICE BOX 599
NEW YORK 46, NEW YORK

GENTLEMEN:

HERE'S MY DOLLAR! RUSH ME MY WRANGLER CHAMPION COWBOY BELT. I PURCHASED MY WRANGLERS AT _____

MY WAIST MEASURES _____ INCHES. I'M _____ YEARS OLD.

NAME _____

ADDRESS _____

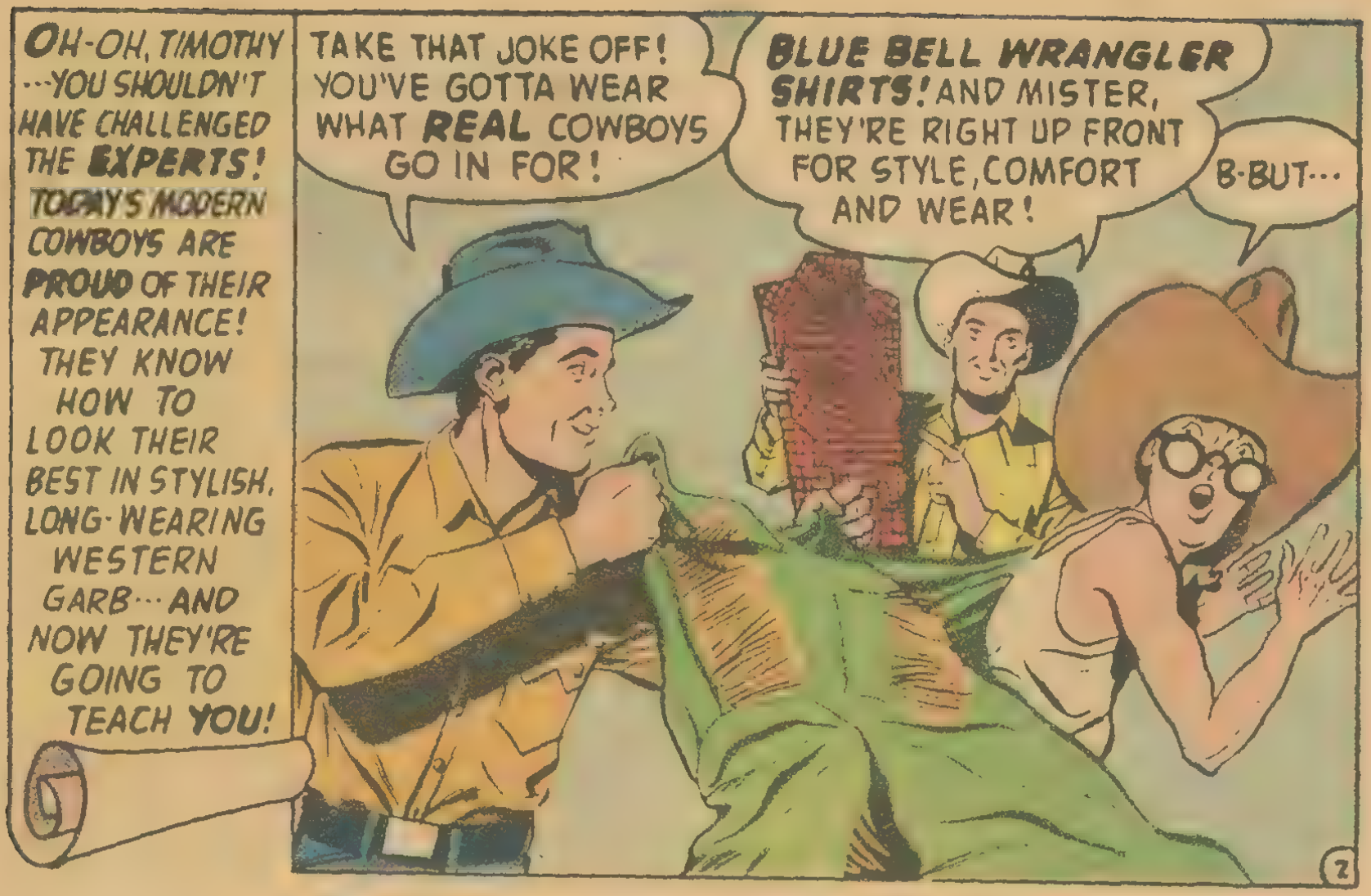
_____

PLEASE PRINT CLEARLY··· BESURE TO ENCLOSE YOUR DOLLAR.

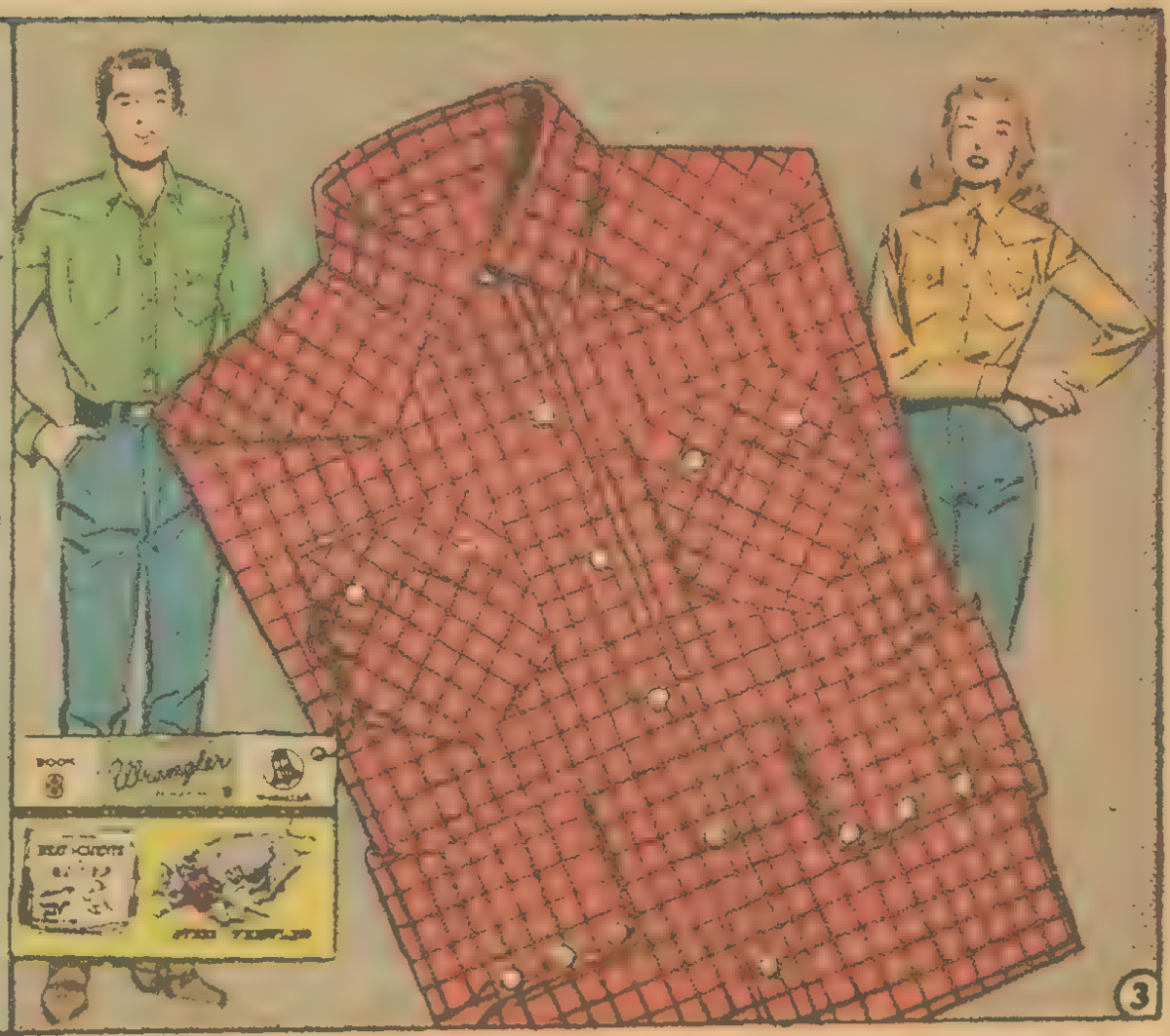
Offer is subject to withdrawal without prior notice, and is good only in U.S.A. Void in any state or locality where restricted, prohibited or taxed.

CUT HERE

Wrangler
Presents "The WELL-DRESSED WESTERNER"
SAY ··· WHO'S THIS? IT'S TIMOTHY T. TENDERFOOT ···SHOWING HIS VERSION OF WHAT THE WELL-DRESSED WESTERNER WILL WEAR! BROTH-ERR··· IS HE EVER WRONG···HEAD TO TOE!
HAW-HAW! EVER SEE SUCH CRAZY CLOTHES IN YOUR LIFE? IF THAT'S A COWBOY···
INDEED! WELL, IF YOU CAN IMPROVE ON WHAT I'M WEARING, I'D LIKE TO SEE YOU DO SO!

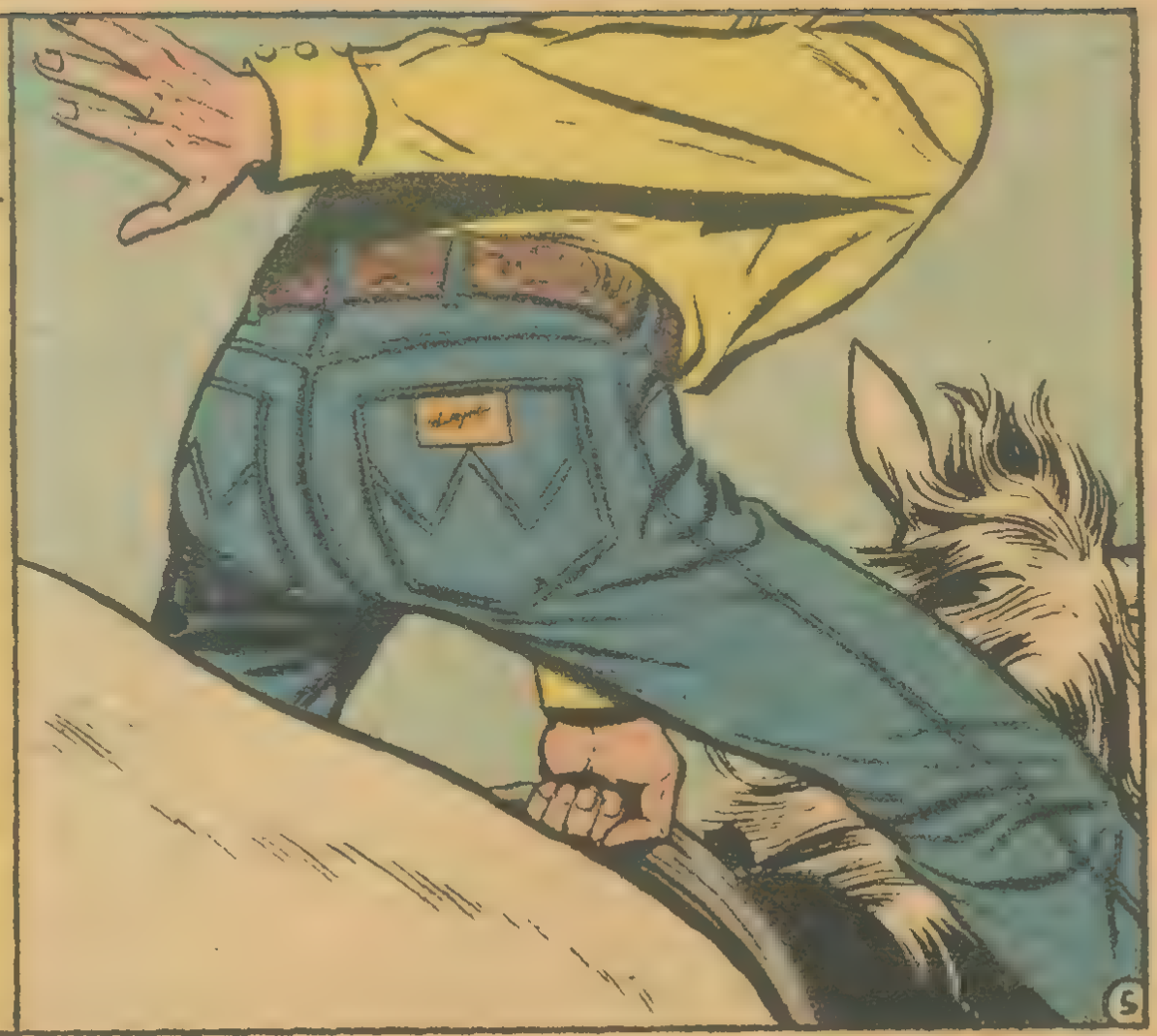

OH-OH, TIMOTHY ...YOU SHOULDN'T HAVE CHALLENGED THE EXPERTS! TODAY'S MODERN COWBOYS ARE PROUD OF THEIR APPEARANCE! THEY KNOW HOW TO LOOK THEIR BEST IN STYLISH, LONG-WEARING WESTERN GARB ... AND NOW THEY'RE GOING TO TEACH YOU!
TAKE THAT JOKE OFF! YOU'VE GOTTA WEAR WHAT REAL COWBOYS GO IN FOR!
BLUE BELL WRANGLER SHIRTS! AND MISTER, THEY'RE RIGHT UP FRONT FOR STYLE, COMFORT AND WEAR!
B-BUT...
7

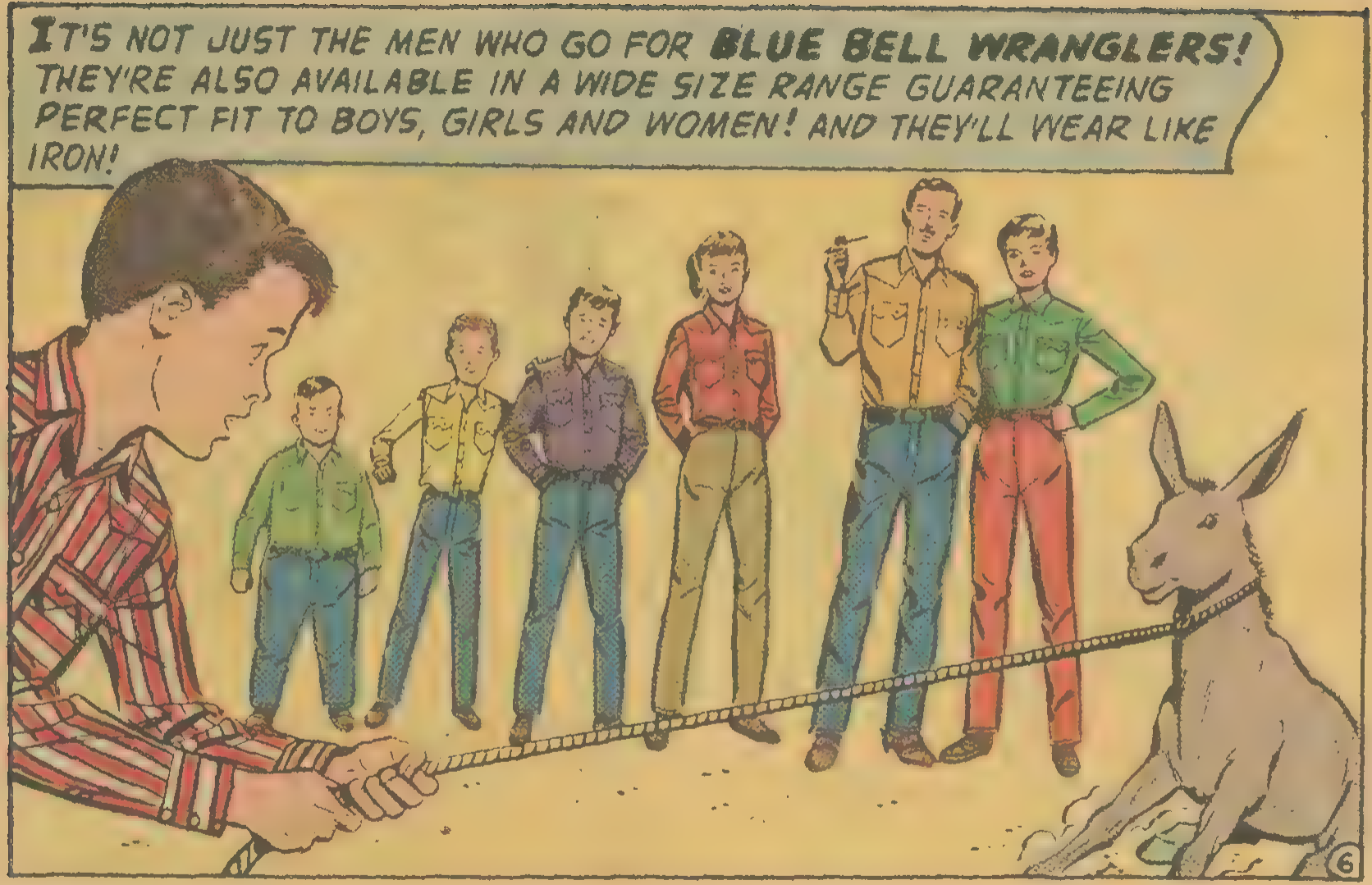
YES, **BLUE BELL WRANGLER SHIRTS**... WESTERN-CUT! MADE OF SANFORIZED CHAMBRAYS, DENIMS AND PLAIDS! THEY'LL STAND UP UNDER REPEATED WASHINGS WITHOUT SHRINKAGE! FINE FOR WORK OR DRESS WEAR. THEY HAVE SPECIAL YOKE BACKS FOR FIT AND COMFORT · FULL-FASHIONED COLLARS · HANDSOME PEARL OR METAL SNAP FASTENERS! AVAILABLE IN A COLORFUL VARIETY OF PLAIDS, STRIPES, CHECKS AND SOLID COLORS. THEY COME IN MEN'S AND BOYS' SIZES ··· BUT JUST TRY TO STOP THE GALS FROM WEARING 'EM!

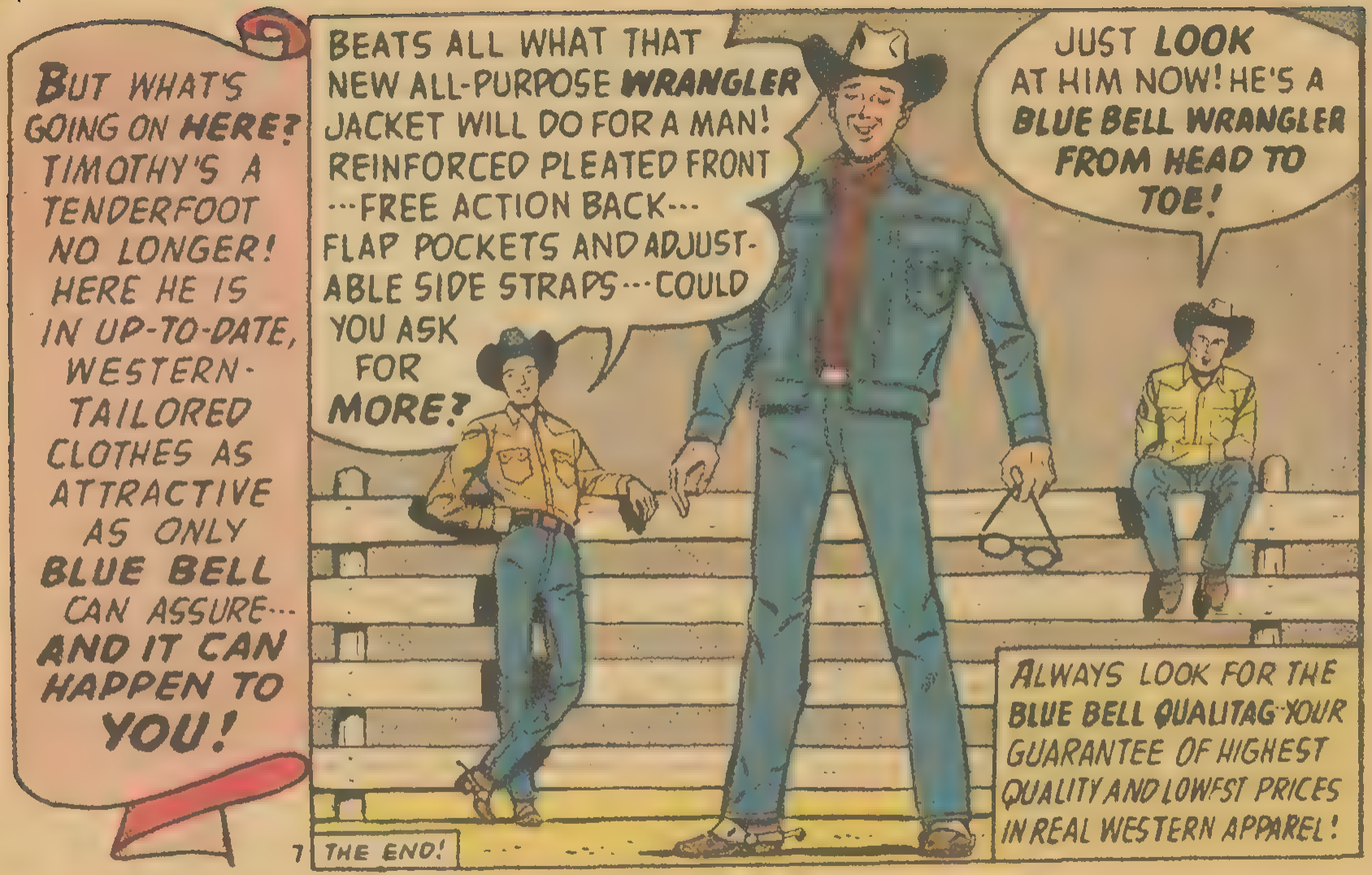


BUT LET'S GET BACK TO TIMOTHY T. TENDERFOOT! IF HE SEEMS IN TROUBLE RIGHT NOW, DON'T WORRY ... FOR THERE'S GOOD FORTUNE IN STORE FOR HIM! AFTER ALL, HE'S WELL ON HIS WAY TOWARDS BECOMING ONE OF AMERICA'S BEST-DRESSED MEN!
ANY REAL WESTERNER'D LAUGH AT THESE PANTS!
WHAT YOU NEED ARE STYLISH, SMOOTH-FITTING BLUE BELL WRANGLER JEANS!
ULP!

WESTERN CUT **BLUE BELL WRANGLER JEANS**···CHOICE OF TOP RODEO HANDS AND WELL-DRESSED PEOPLE FROM COAST TO COAST! YOU'LL KNOW THEM BY THEIR GRACEFUL, LOW WAISTS ···TRIM, TAPERED LEGS ···BY THE "Ŵ" ON THE POCKETS AND THE FAMOUS **WRANGLER** LABEL! THEY'RE MADE FROM HEAVIEST DENIM WITH BAR-TACK REINFORCE-MENTS, NO-SCRATCH RIVETS AND JAM-PROOF ZIPPERS! ALL THIS RUGGED STRENGTH··· AND GOOD LOOKS TOO!




IT'S NOT JUST THE MEN WHO GO FOR BLUE BELL WRANGLERS! THEY'RE ALSO AVAILABLE IN A WIDE SIZE RANGE GUARANTEEING PERFECT FIT TO BOYS, GIRLS AND WOMEN! AND THEY'LL WEAR LIKE IRON!
6

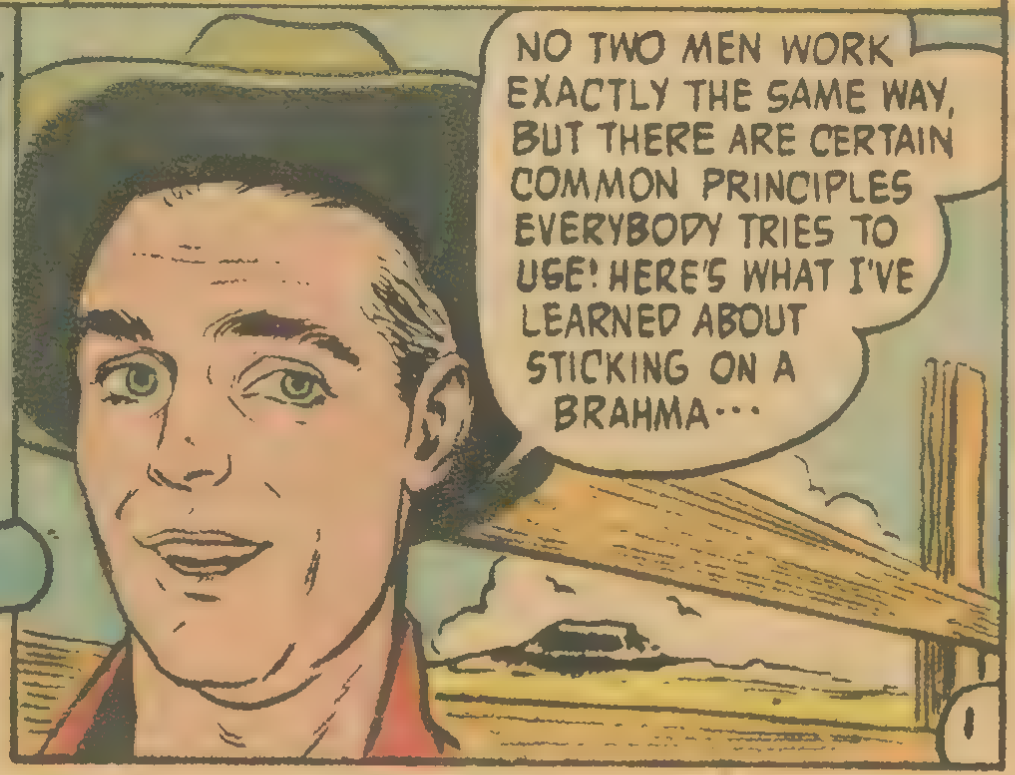

BUT WHAT'S GOING ON HERE? TIMOTHY'S A TENDERFOOT NO LONGER! HERE HE IS IN UP-TO-DATE, WESTERN-TAILORED CLOTHES AS ATTRACTIVE AS ONLY BLUE BELL CAN ASSURE--- AND IT CAN HAPPEN TO YOU!
BEATS ALL WHAT THAT NEW ALL-PURPOSE WRANGLER JACKET WILL DO FOR A MAN! REINFORCED PLEATED FRONT ---FREE ACTION BACK--- FLAP POCKETS AND ADJUST-ABLE SIDE STRAPS---COULD YOU ASK FOR MORE?
JUST LOOK AT HIM NOW! HE'S A BLUE BELL WRANGLER FROM HEAD TO TOE!
ALWAYS LOOK FOR THE BLUE BELL QUALITAG-YOUR GUARANTEE OF HIGHEST QUALITY AND LOWEST PRICES IN REAL WESTERN APPAREL!
THE END!

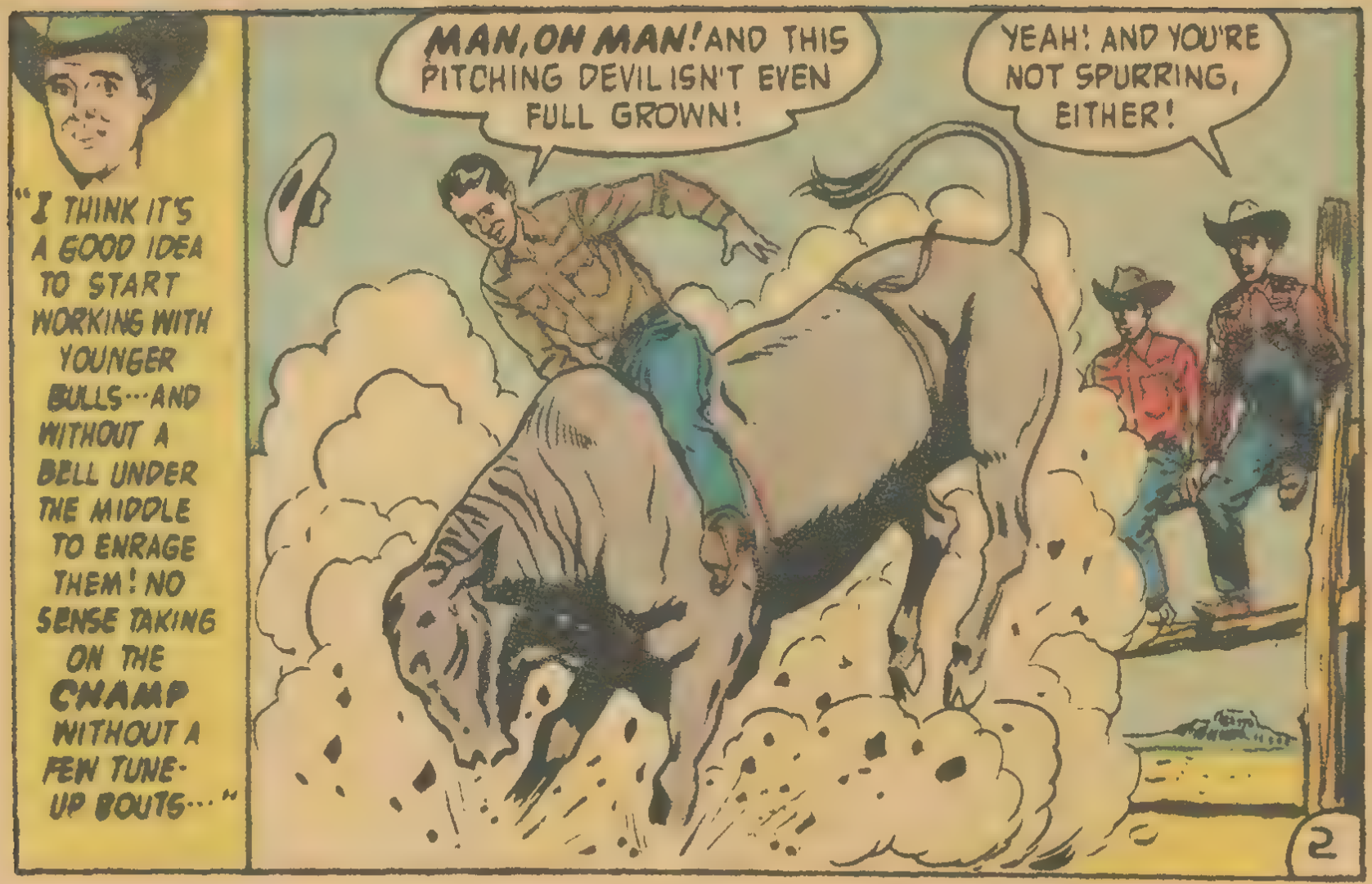
Wrangler RODEO SERIES

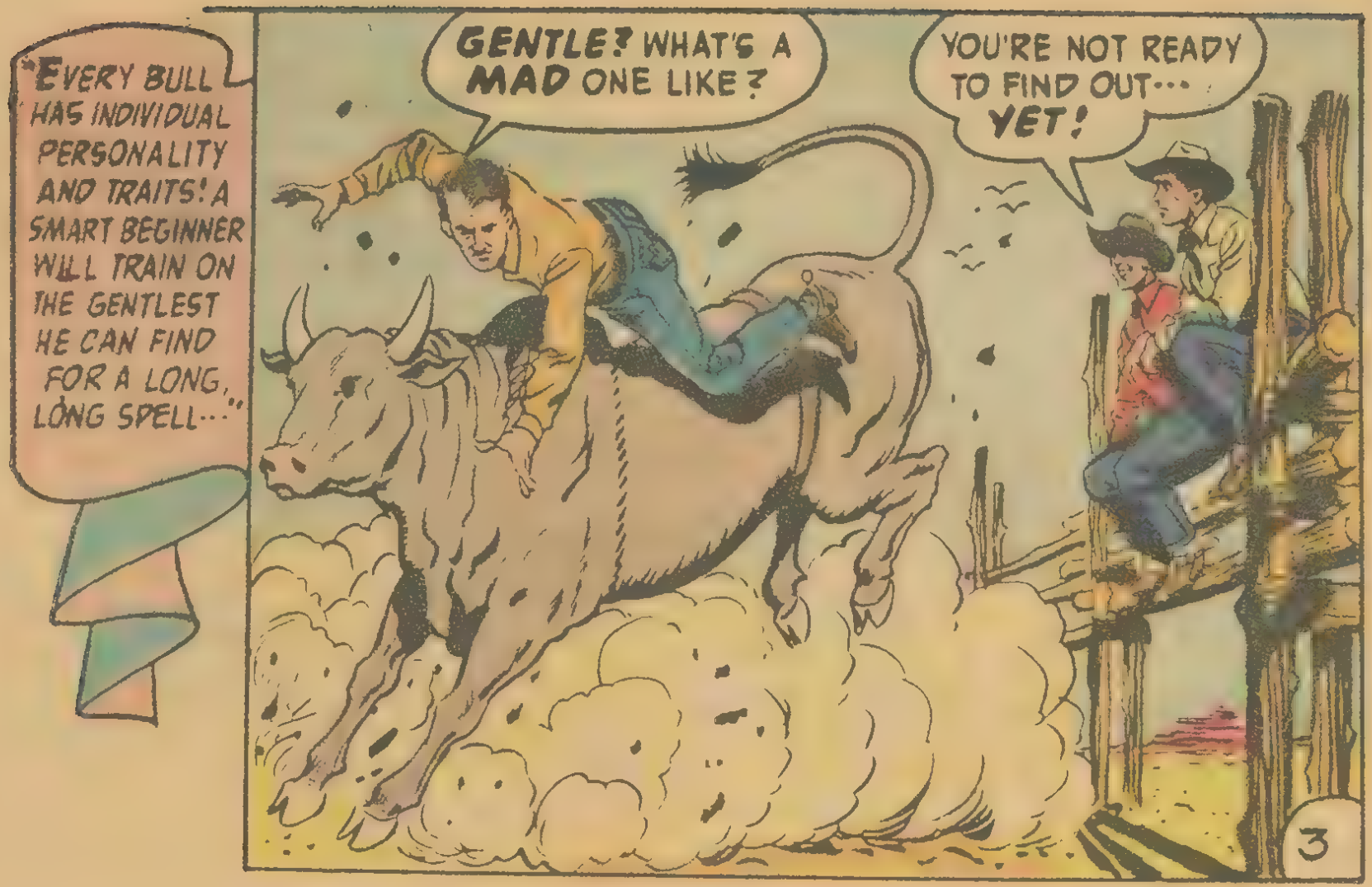
"The REAL LOWDOWN ON RODEO"

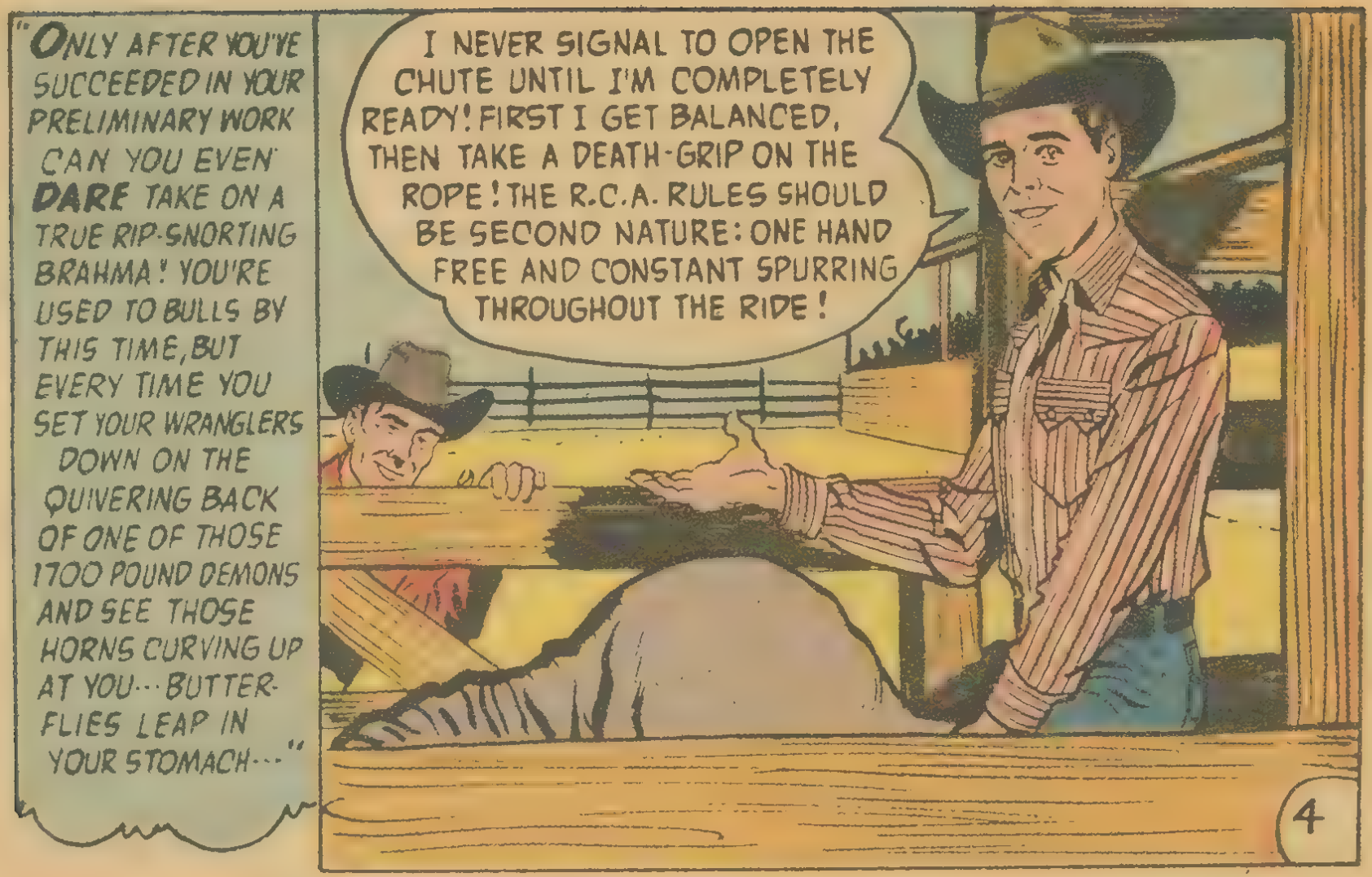
Featuring HARRY TOMPKINS, BULL RIDING

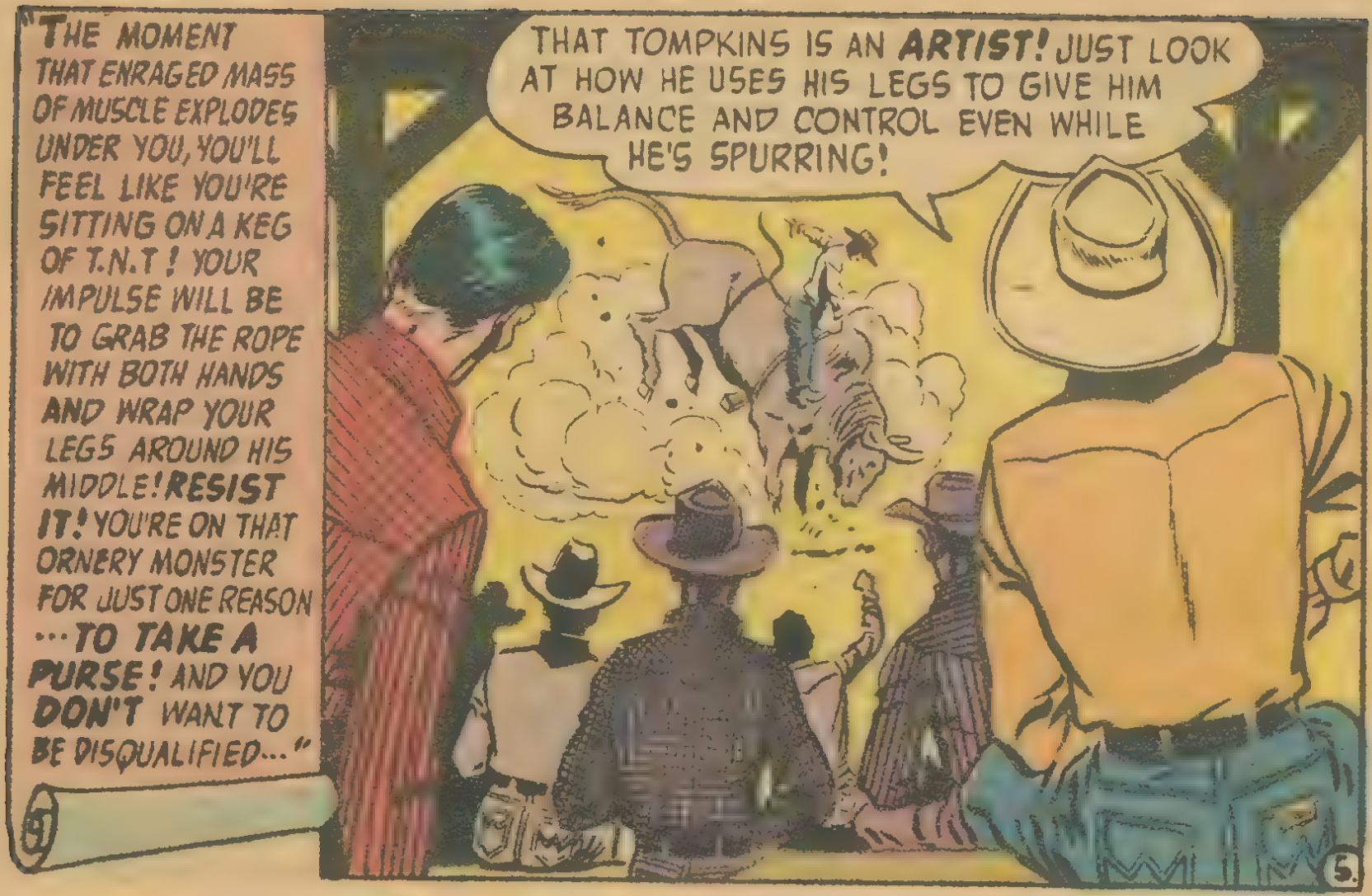
EARLY TRAINING IN ANY SPORT IS A TREMENDOUS ADVANTAGE, BUT NOT **ESSENTIAL**···**IF** YOU'VE GOT THE DETERMINATION TO MAKE UP FOR LOST TIME! NOBODY'S BETTER QUALIFIED TO TELL THE **INSIDE** STORY OF BULL RIDING THAN **HARRY TOMPKINS**, 4-TIME WINNER OF THE BULL RIDING **CHAMPIONSHIP OF THE WORLD**···DESPITE A LATE START···

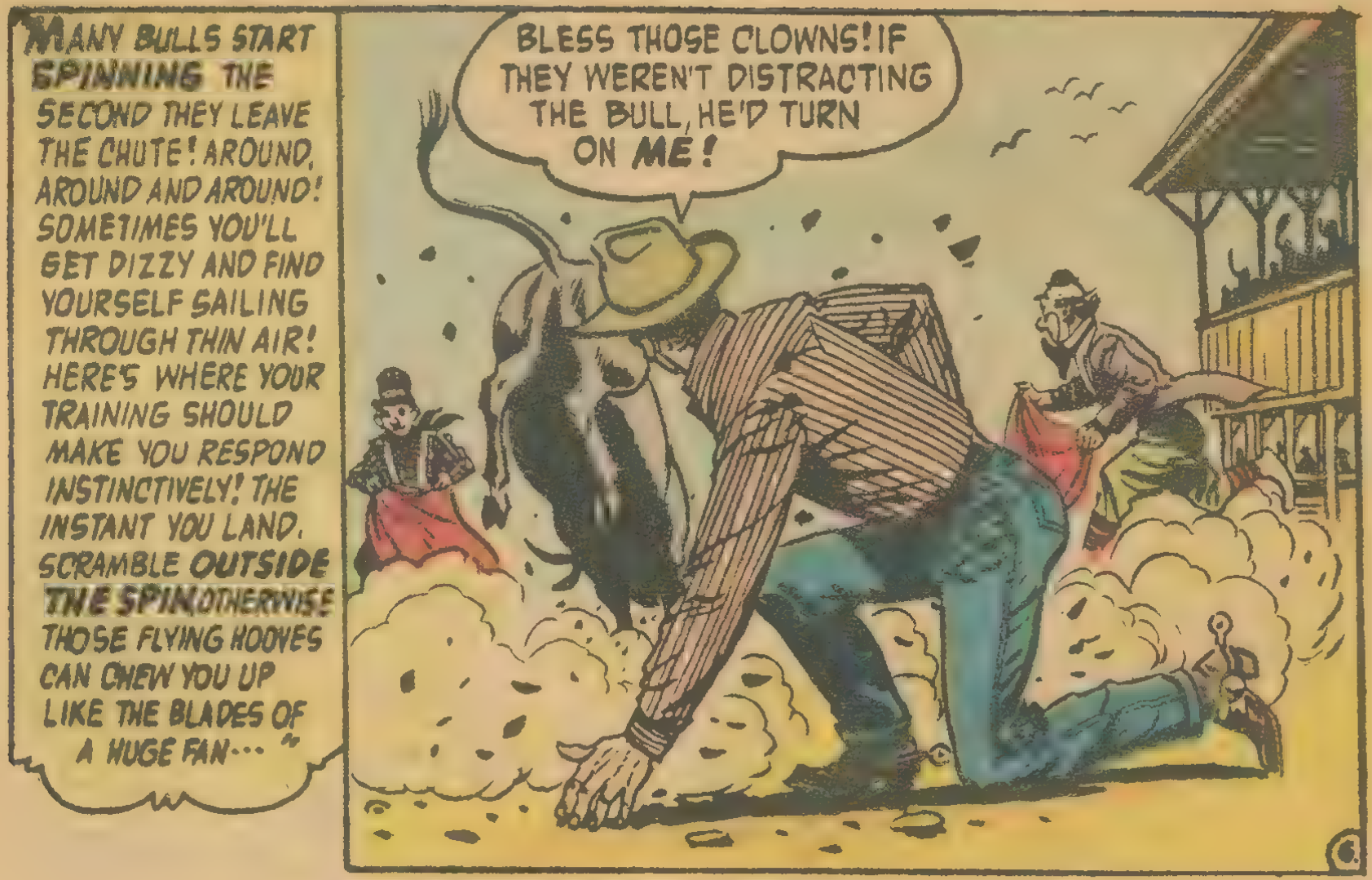


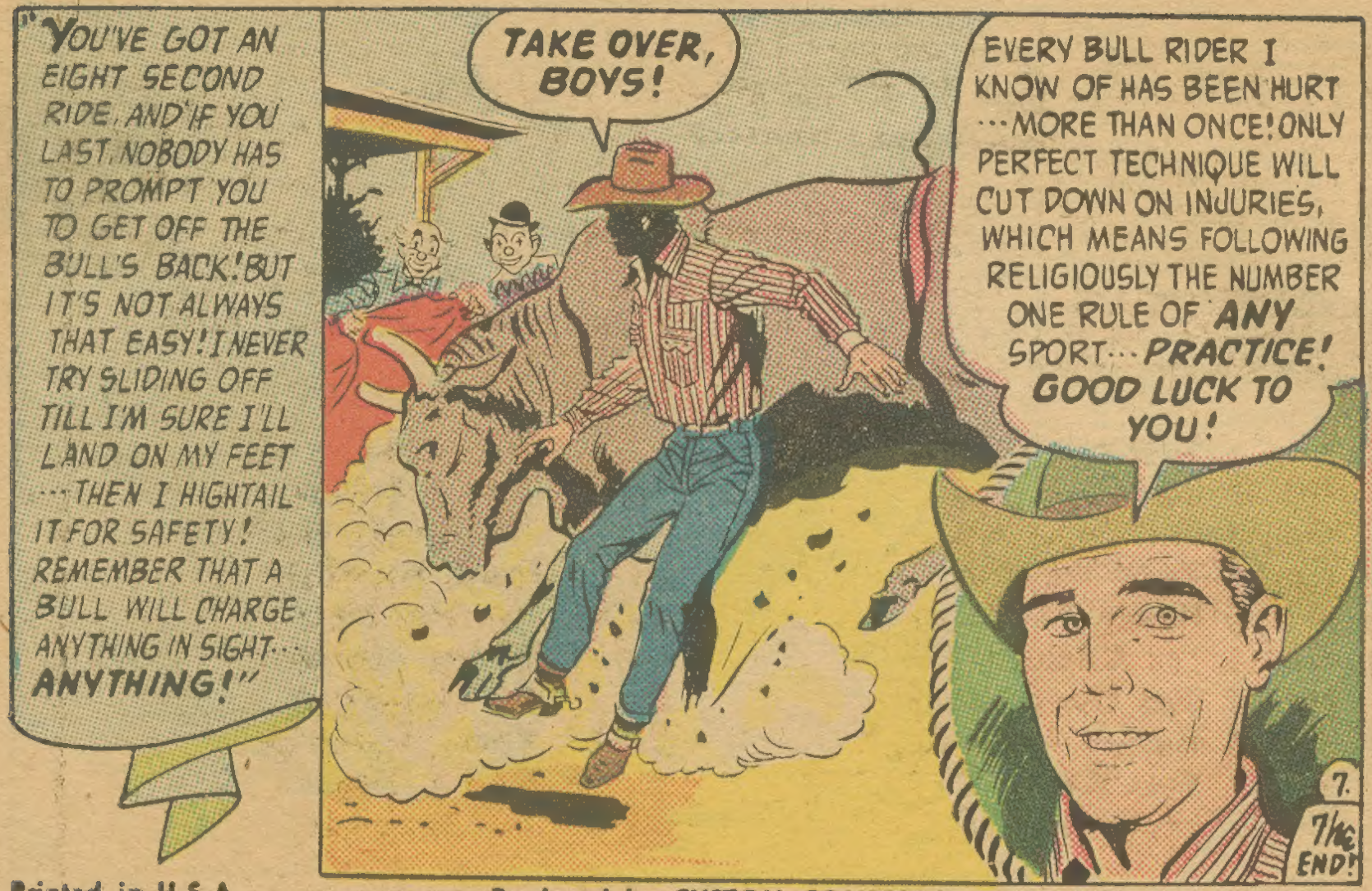

"I THINK IT'S A GOOD IDEA TO START WORKING WITH YOUNGER BULLS···AND WITHOUT A BELL UNDER THE MIDDLE TO ENRAGE THEM! NO SENSE TAKING ON THE CHAMP WITHOUT A FEW TUNE-UP BOUTS···"
MAN, OH MAN! AND THIS PITCHING DEVIL ISN'T EVEN FULL GROWN!
YEAH! AND YOU'RE NOT SPURRING, EITHER!
2


"EVERY BULL HAS INDIVIDUAL PERSONALITY AND TRAITS! A SMART BEGINNER WILL TRAIN ON THE GENTLEST HE CAN FIND FOR A LONG, LONG SPELL..."
GENTLE? WHAT'S A MAD ONE LIKE?
YOU'RE NOT READY TO FIND OUT... YET!
3


"ONLY AFTER YOU'VE SUCCEEDED IN YOUR PRELIMINARY WORK CAN YOU EVEN DARE TAKE ON A TRUE RIP-SNORTING BRAHMA! YOU'RE USED TO BULLS BY THIS TIME, BUT EVERY TIME YOU SET YOUR WRANGLERS DOWN ON THE QUIVERING BACK OF ONE OF THOSE 1700 POUND DEMONS AND SEE THOSE HORNS CURVING UP AT YOU··· BUTTER-FLIES LEAP IN YOUR STOMACH···"
I NEVER SIGNAL TO OPEN THE CHUTE UNTIL I'M COMPLETELY READY! FIRST I GET BALANCED, THEN TAKE A DEATH-GRIP ON THE ROPE! THE R.C.A. RULES SHOULD BE SECOND NATURE: ONE HAND FREE AND CONSTANT SPURRING THROUGHOUT THE RIDE!
4


"THE MOMENT THAT ENRAGED MASS OF MUSCLE EXPLODES UNDER YOU, YOU'LL FEEL LIKE YOU'RE SITTING ON A KEG OF T.N.T! YOUR IMPULSE WILL BE TO GRAB THE ROPE WITH BOTH HANDS AND WRAP YOUR LEGS AROUND HIS MIDDLE! RESIST IT! YOU'RE ON THAT ORNERY MONSTER FOR JUST ONE REASON ... TO TAKE A PURSE! AND YOU DON'T WANT TO BE DISQUALIFIED..."
THAT TOMPKINS IS AN ARTIST! JUST LOOK AT HOW HE USES HIS LEGS TO GIVE HIM BALANCE AND CONTROL EVEN WHILE HE'S SPURRING!
5
5


MANY BULLS START SPINNING THE SECOND THEY LEAVE THE CHUTE! AROUND, AROUND AND AROUND! SOMETIMES YOU'LL GET DIZZY AND FIND YOURSELF SAILING THROUGH THIN AIR! HERE'S WHERE YOUR TRAINING SHOULD MAKE YOU RESPOND INSTINCTIVELY! THE INSTANT YOU LAND, SCRAMBLE OUTSIDE THE SPIN OTHERWISE THOSE FLYING HOOVES CAN CHEW YOU UP LIKE THE BLADES OF A HUGE FAN··· "
BLESS THOSE CLOWNS! IF THEY WEREN'T DISTRACTING THE BULL, HE'D TURN ON ME!



Printed in U.S.A.

Produced by CUSTOM COMICS, Inc., 347 Fifth Avenue, N.Y.C.

Everybody's reading the...

Wrangler RODEO SERIES!

DON'T MISS THESE GREAT AND THRILLING BOOKS! YOU'LL FIND ONE ATTACHED TO EVERY PAIR OF **BLUE BELL WRANGLER JEANS** YOU BUY! THESE ARE THE COWBOY CHAMPIONS WE'RE FEATURING:

No. 1 Buck Rutherford
No. 2 Jim Shoulders
No. 3 Bill Linderman
No. 4 Todd Whatley
No. 5 Harry Tompkins
No. 6 Lex Connelly
No. 7 Deb Copenhaver
No. 8 Harley May
No. 9 Ross Dollarhide
No. 10 Eddy Akridge
No. 11 Billy Hand
No. 12 Gerald Roberts
No. 14 The Combs Brothers
No. 15 Toots Mansfield
No. 16 Jim Shoulders
No. 17 Wilber Plaugher
No. 18 Bill Linderman
No. 19 Harry Tompkins
No. 20 Harley May
No. 21 Jim Shoulders

BLUE BELL
QUALITAG

BLUE BELL
Wrangler

BOOK
18

AUTHENTIC WESTERN JEANS, JACKETS, SHIRTS

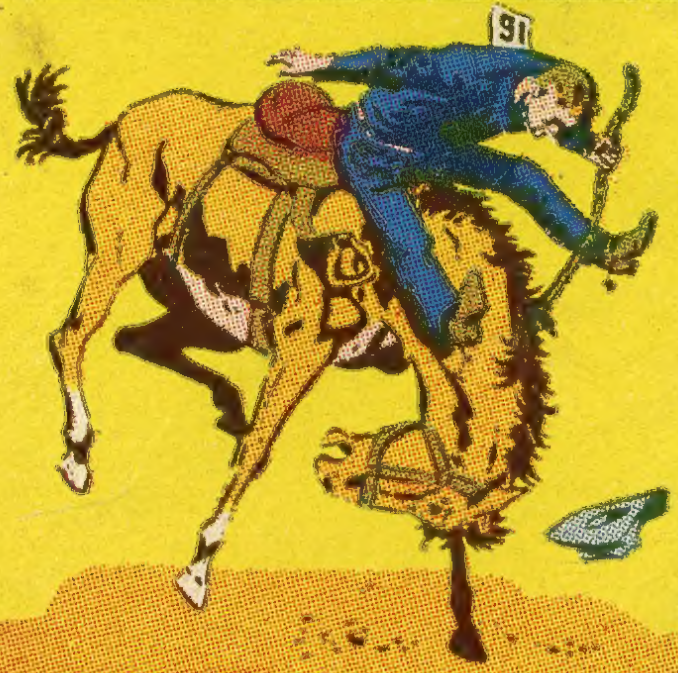
PRESENTS

GREAT MOMENTS IN RODEO

starring

BILL LINDERMAN

OF WALLA WALLA, WASH.



SADDLE BRONC RIDING

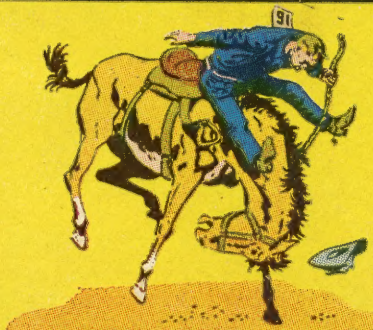
BOOK
18

Wrangler

BLUE BELL
QUALITAG

AUTHENTIC WESTERN JEANS, JACKETS, SHIRTS

PRESENTS
GREAT MOMENTS
IN
RODEO
starring
BILL LINDERMAN
OF WALLA WALLA, WASH.



SADDLE BRONC RIDING